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ABSTRACT

The National Rifle Association (NRA) has developed its Eddie Eagle program as a school-based curriculum that claims to teach gun safety to children in preschool through grade six. The program uses a four-part message for children to follow when they see a gun, admonishing them to stop, not touch it, leave the area, and tell an adult. The NRA has credited the program with playing a major role in decreasing the unintentional death toll among children, but it has not conducted an evaluation of the effectiveness of the program. The primary goal of the Eddie Eagle program, this report argues, is to increase the acceptance of guns by children and youth and the development of new customers for the firearms industry and the NRA itself. The NRA funds Eddie Eagle through its NRA Foundation. Research by the Violence Policy Center shows that members of the firearms industry and the tobacco industry have made substantial contributions to the NRA Foundation. Many of the marketing problems the firearms industry faces are similar to those faced by the cigarette and smokeless tobacco industries, and the industry is using similar marketing strategies. The NRA also uses Eddie Eagle as a lobbying tool in its efforts to derail the passage of child access prevention and mandatory trigger lock laws at both state and federal levels. As a thinly disguised marketing tool to "soften up guns," Eddie Eagle is a sort of Joe Camel with feathers. Instead of acknowledging the inherent danger firearms in the home pose to children and the often irresponsible firearms storage behavior of adults, the Eddie Eagle program places the onus of safety and responsibility on the children themselves. Public health researchers have not found programs like Eddie Eagle to be effective in reducing unintentional death and injury from firearms. Six appendixes present additional information about the Eddie Eagle program, including copies of commendations and letters refusing endorsement. (SLD)

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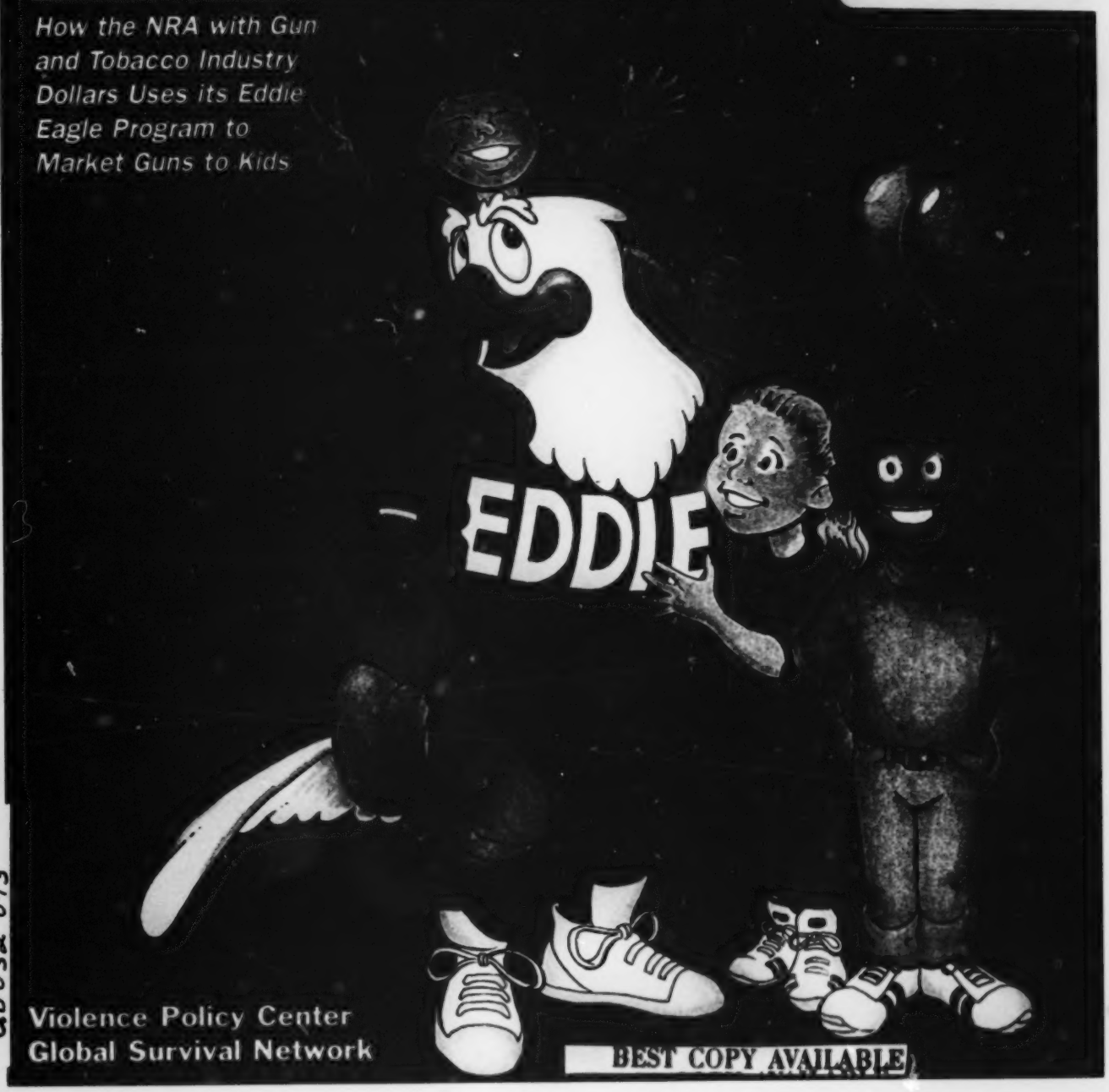
How the NRA with Gun and Tobacco Industry Dollars Uses its Eddie Eagle Program to Market Guns to Kids



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How the NRA with Gun and Tobacco Industry Dollars Uses its Eddie Eagle Program to Market Guns to Kids

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The Violence Policy Center is a national non-profit educational organization that conducts research on violence in America and works to develop violence-reduction policies and proposals. The Center examines the role of firearms in America, conducts research on firearms violence, and explores new ways to reduce firearm-related death and injury.

The Global Survival Network is a national non-profit educational organization that works collaboratively with organizations on the local, national, and international levels to gather critical information regarding a range of threats to biodiversity and human welfare. Its research division, the Investigative Network, has an international team of investigators, field researchers, university associates, and front-line camera persons.

The authors of this study were Susan Glick, MHS and Josh Sugarmann. Research assistance for this study was provided by Stephen Bobb, Janet Corry, Marty Langley, Jennifer Lynn, Alice Robinson, and Randy Turkel. The authors would like to thank Nancy P. Gannon of Gannon Consulting for her assistance in Appendix One of the study.

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Key Findings

- The primary goal of the National Rifle Association's Eddie Eagle program is not to safeguard children, but to protect the interests of the NRA and the firearms industry by making guns more acceptable to children and youth. The Eddie Eagle program employs strategies similar to those utilized by America's tobacco industry—from youth "educational" programs that are in fact marketing tools to the use of appealing cartoon characters that aim to put a friendly face on a hazardous product. The hoped-for result is new customers for the industry and new members for the NRA. [pp. 7-16]

- Violence Policy Center research reveals for the first time that manufacturers of firearms, ammunition, and related products directly contribute hundreds of thousands of tax-deductible dollars to the NRA through its "affiliate," The NRA Foundation. The Foundation in turn then makes "grants" to the NRA to fund the Eddie Eagle program. Financial contributors to The NRA Foundation include Saturday Night Special or "junk gun" manufacturers, rifle and shotgun manufacturers, and manufacturers of ammunition and reloading equipment. Donation of land of unknown value has also been made by industry members to The NRA Foundation for endowment programs. Industry members have also facilitated the donation of more than a million dollars to the NRA through point-of-purchase dealer and catalog sale programs. [pp. 19-28]

- Violence Policy Center research reveals for the first time that the tobacco industry has contributed tens of thousands of dollars to the NRA through The NRA Foundation. [pp. 28-29]

- Many of the marketing problems being faced today by the NRA and the firearms industry are, in fact, similar to those faced in the past by the cigarette and smokeless tobacco industries. Faced with declines in its primary market, the gun industry and the NRA, like the tobacco industry before them, have expanded their market to include women and children—even though guns, like tobacco, cannot legally be sold to children or youth. Yet while the tobacco industry denies that it is working to entice children to use its product, the NRA and the gun industry openly acknowledge it. [pp. 9-16]

- The NRA uses Eddie Eagle as a lobbying tool in its efforts to derail the passage of child access prevention (CAP) and mandatory trigger lock laws—on both the state and federal levels. [pp. 39-44]

- Undercover interviews conducted by the Violence Policy Center and the Global Survival Network with NRA staff at gun industry trade shows confirm that Eddie Eagle is not only a thinly disguised marketing tool used to "soften up guns" in the words of one NRA staffer—essentially Joe Camel with feathers—but also acts as the "the clean-up committee" to help burnish the NRA's public image after gun control battles. [pp. 30-32]

- A laudatory article distributed by The NRA Foundation as a promotional flyer concludes, "The Foundation is a mechanism by which the firearms industry can promote shooting sports education, cultivating the next generation of shooters. Translate that to future customers." Or as one NRA Foundation official quoted in the article put it, "The industry is an indirect beneficiary of this program." The article also notes that The NRA Foundation is "getting some major league support from several giants in the industry" and one industry member estimated that as many as 20 firearm industry companies or their CEOs were involved in the Foundation's fundraising efforts. [pp. 21-23]

- In its attempts to use the credibility of other organizations to promote the Eddie Eagle program, the NRA has misrepresented awards granted to the program by the National Safety Council, which has issued a series of sharp rebukes to the NRA. [pp. 42-46] The NRA has also erroneously claimed endorsement by D.A.R.E. (Drug Abuse Resistance Education) and the Black United Fund, Inc. [p. 47]

- Rather than recognizing the inherent danger firearms in the home pose to children, and the often irresponsible firearms storage behavior of adults, the Eddie Eagle program places the onus of safety and responsibility on the children themselves. [pp. 35-36]

- Public health researchers have found that "gun safety" programs like Eddie Eagle are ineffective in preventing unintentional death and injury from firearms. In an educational brochure for parents, "Keep Your Family Safe From Firearm Injury," the American Academy of Pediatrics recommends that "[b]ecause even the most well-behaved children are curious by nature and will eagerly explore their environment, the safest thing is to not keep a gun at home." [pp. 33-36]

Introduction

In the last 10 years, the number of American children and youth who have died from unintentional[a] firearm injuries is nearly double the number of *all* passengers killed in U.S. airline accidents during the same period. From 1986 to 1995, more than 2,200 American children 14 years of age and younger died from unintentional shootings.[1] During that same period, a total of 1,185 airline passengers were killed in U.S. airline crashes.[2b]

Not surprisingly, the most common victims of unintentional shootings in America are children and young adults.[3] In 1995 alone, 181 kids were shot and killed unintentionally—15 children every month, one child every other day.[4] Nearly eight times that number of children are treated in U.S. hospital emergency rooms each year for nonfatal unintentional gunshot wounds.[5c] Although the victims of unintentional gunshot wounds are less likely to die than the victims of intentionally inflicted gunshot injuries, like all gunshot victims those who survive may suffer long-term impairment and permanent disability.

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[a] Unintentional shootings are often referred to as firearm "accidents." This characterization, however, implies that injuries occur by chance and cannot be foreseen or prevented. Public health research has replaced the term "accident" with the more accurate term "unintentional injury." This is based on the recognition that most unintentional injuries are preventable through the application of public health strategies including passive safety devices, public education, modification in product design, or limiting access to specific products.

[b] According to the National Transportation Safety Board, an additional 160 crew and persons on the ground were also killed during this period.

[c] While often overlooked, nonfatal firearm-related injuries create an enormous public health-care burden in the United States. A 1995 study in *JAMA* (*Journal of the American Medical Association*) of national estimates of nonfatal firearm-related injuries revealed that for every person who dies from an unintentional gunshot wound each year, 13 others are treated in hospital emergency departments for unintentional, nonfatal gunshot wounds. Although unintentional firearm-related injuries are less likely to result in death, those who survive severe gunshot wounds can be subject to long-term impairment and permanent disability. One study, "Unintentional, Nonfatal Firearm-Related Injuries" by Nancy Sinauer, MPH, et al, showed that of the more than 17,000 persons with unintentional, nonfatal gunshot wounds treated in hospital emergency rooms annually, about 38 percent of emergency room patients had injuries severe enough to require hospitalization. The same study found that unintentional, nonfatal gunshot wounds often involve a handgun and are self-inflicted. About half of unintentional gunshot wounds treated in hospital emergency departments were associated with routine gun-related procedures (e.g. cleaning a gun, loading or unloading a gun, and carrying, showing, or looking at a gun), suggesting that these common gun-handling practices can be hazardous.

And while these numbers are shocking, they actually reflect a decrease in the number of children and youth killed unintentionally. Overall, from 1988 to 1994, rates of unintentional firearms death among children under the age of 15 actually fell by 40 percent—down to an average rate of 0.4 per 100,000.[6]

But still, compared to other western, industrial nations, the United States stands alone in the toll it exacts on its children and youth from unintentional firearm death and injury. The February 1997 federal Centers for Disease Control study "Rates of Homicide, Suicide, and Firearm-Related Death Among Children—26 Industrialized Countries" analyzed firearm-related deaths for children under age 15 in 26 countries and found that for unintentional firearm-related deaths for this age group, the rate in the United States was *nine times higher than in the 25 other industrialized countries combined.*

> *"Even accident victims are apt to involve persons unusually aggressive, and from the underclass, persons with criminal records, rather than ordinary citizens."*
>
> *NRA Institute for Legislative Action Research Coordinator Paul Blackman, The Federal Factoid Factory on Firearms and Violence, 1994*

While the Centers for Disease Control and other members of the public health community have focused on the high price unintentional death and injury has exacted on America's youth, pro-gun organizations like the National Rifle Association (NRA)[d] urge Americans to take heart in the fact that "firearm accidents account for only 0.4 percent of all childhood deaths." And while the citation of this number could be interpreted as an implicit dismissal of such deaths, sometimes the organization is far more direct. Writing in his 1994 paper *The Federal Factoid Factory on Firearms and Violence: A Review of CDC Research and Politics*, Paul Blackman, research coordinator for the NRA's Institute for Legislative Action,[e] dismisses the victims of unintentional injuries, stating: "Even accident victims are apt to involve persons unusually aggressive, and from the underclass, persons with criminal records, rather than ordinary citizens."[7]

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[d] The National Rifle Association of America (NRA) is a 501(c)(4) lobbying organization with an estimated 2.8 million members that describes itself as "the foremost guardian of the traditional American right to `keep and bear arms.'" The NRA's 1995 revenue totaled $145 million and the organization ended that year with a deficit of $51 million.

[e] The Institute for Legislative Action (ILA) division of the NRA lobbies "against federal and state gun legislation to protect and defend the Constitution of the United States, especially with reference to the rights of the individual American citizen to acquire, possess, transport, carry and enjoy the right to use arms." The NRA reported ILA's 1995 budget as more than $12 million.

Nevertheless, the NRA states that it "has developed The Eddie Eagle Program to help prevent the loss of even one young life." Developed in 1987 by NRA President Marion Hammer, who at the time was the NRA's Florida lobbyist, the Eddie Eagle program has evolved into a school-based curriculum that claims to teach "gun safety" to children in pre-school through sixth grade. The Eddie Eagle program bases its message on a four-part mantra for children to follow when they come across a gun: "Stop! Don't touch. Leave the area. Tell an adult." The namesake for the program is a bald eagle cartoon character.[f]

The NRA has not been reticent about crediting its program with playing a major role in decreasing the unintentional death toll among children and youth. A recent promotion for the program in the May 1997 issue of the NRA's *American Guardian* magazine claims, "Eddie Eagle works. Today fatal gun accidents among children are at an all-time low...." Earlier, in a March 1994 article in the *American Rifleman*, Marion Hammer boasted "you can't argue with success."

Yet the National Rifle Association has never evaluated the effectiveness of the Eddie Eagle program. In citing its "success," the organization merely points to the decrease in unintentional death involving youth and firearms—and then takes credit for the drop.[g]

Such reductions may not necessarily represent a drop in the number of children suffering unintentional gunshot wounds, however, but only a reduction in the number of children who actually *die* from their injuries. For example, among the unacknowledged factors that may be contributing to this current trend are improvements in pediatric trauma care—most notably in rural[h] settings—which increase the chances of a child surviving an unintentional shooting.[8] In addition, while the

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[f] In an interview in the Fall 1995 issue of *The Eagle Eye*, an NRA newsletter promoting the Eddie Eagle program, Marion Hammer shared how she came up with the idea of an eagle: "The eagle was a natural choice. Part of NRA's logo is an eagle and so it worked well with the rest of the Association's symbolism."

[g] The NRA's August 1997 *American Guardian* magazine featured the article, "Keeping an Eagle Eye on Gun Safety," which claimed to measure benefits from the Eddie Eagle program 12 years before it even began: "By reaching almost 10 million children, Eddie Eagle has contributed to a 64% decrease, since 1975, in firearm deaths of children 14 and younger...."

[h] One study, "Pediatric Firearm-Related Fatalities: Not Just an Urban Problem," published by James E. Svenson, MD, MSc et al, in the June 1996 edition of the *Archives of Pediatric Adolescent Medicine*, found that for pediatric firearm-related fatalities in a rural area of Kentucky, the relative risk of death from an unintentional firearms injury was almost twice as high (1.97) in the absence of advanced life support (ALS) prehospital care, and significantly higher in the absence of a 911 emergency service. The authors noted, "We and other investigators have found a correlation with the presence of prehospital ALS care and lower pediatric death rates in the rural environment."

overall unintentional firearms death rate among children and youth up to age 15 has declined, the rates among specific age groups have ebbed and flowed while remaining well above national averages. For example, the rate among boys 10 to 14 years of age has fluctuated over the last seven years—with an average rate of 1.5 unintentional deaths per 100,000. This rate is nearly four times higher than the overall rate for children under 15 and three times the rate for all Americans.[9]

Unintentional firearm injuries involving children and youth are a very real problem that schools and communities are increasingly working to address. Recognizing this, the NRA—despite its reassurances that unintentional gun deaths are not really a problem—has worked to promote the Eddie Eagle program in public and private schools.

The primary goal behind Eddie Eagle, however, is not to safeguard children, but to protect the interests of the NRA and the firearms industry by increasing the acceptance of guns by children and youth. The Eddie Eagle program employs strategies similar to those utilized by America's tobacco industry—from youth "educational" programs that are in fact marketing tools to the use of appealing cartoon characters that aim to put a friendly face on a hazardous product. The hoped-for result is new customers for the industry and new members for the NRA.

The NRA funds the Eddie Eagle program through The NRA Foundation, a tax-deductible NRA "affiliate" which then makes "grants" to the NRA. Research by the Violence Policy Center (VPC) reveals that among the funders of The NRA Foundation are members of the firearms industry. These include: manufacturers of handguns (including Saturday Night Specials, or "junk guns"), rifles, and shotguns; ammunition manufacturers; and, manufacturers of reloading equipment. In addition, VPC research reveals that members of the tobacco industry have also made substantial contributions to The NRA Foundation.

While public health professionals work to protect children from the threat posed by guns and tobacco, these industries have joined together in search of what one gun industry member terms the "new blood" necessary for continued financial success. The purpose of this study is to detail the use of the Eddie Eagle program in this effort. The study is divided into three sections—

> ***Section One: "An Old-Fashioned Wrestling Match for the Hearts and Minds of our Children"*** details the NRA's long history in attempting to win the "hearts and minds" of America's children. The section also demonstrates how the activities of the NRA and the firearms industry to bring in potential new customers at an early age mirror similar efforts by the tobacco industry.

Section Two: "New Blood Really Helps" reveals for the first time that numerous gun industry members contribute hundreds of thousands of dollars in tax-deductible contributions to the NRA through The NRA Foundation. The NRA Foundation then makes "grants" to the NRA to fund Eddie Eagle and other NRA programs. Donation of land of unknown value has also been made by industry members to The NRA Foundation for endowment programs. Industry members have also facilitated the donation of more than a million dollars to the NRA through point-of-purchase dealer and catalog sale programs. This section also documents for the first time tobacco industry contributions to the National Rifle Association through The NRA Foundation. Undercover interviews with NRA staff conducted by the Violence Policy Center and the Global Survival Network confirm that Eddie Eagle is not only a thinly disguised marketing tool used to "soften up guns"—essentially Joe Camel with feathers—but also acts as "the clean-up committee" to help burnish the NRA's public image after gun control battles and further its agenda.

Section Three: "The Safest Thing is to Not Keep A Gun At Home" concludes the study and offers the findings of public health researchers that programs like Eddie Eagle do little to prevent unintentional death and injury and that the most effective approach to protecting children and youth from firearms is to remove guns from the home. This section also details the unique status of the firearms industry as the last manufacturer of a consumer product virtually unregulated for health and safety.

The study also contains six appendices—

Appendix One: The History of Eddie Eagle recounts the creation of the program by NRA President Marion Hammer and her early efforts to introduce the Eddie Eagle program into Florida public schools. It then details how the NRA has attempted to use the program to kill child access prevention (CAP) laws—which require gun owners to store their weapons safely and to make them inaccessible to children—on the state and federal levels.

Appendix Two: False Claims of Endorsement Made by the NRA details the misleading tactics employed by the NRA in its attempts to use the credibility of other organizations in promoting the Eddie Eagle program. This section details how the NRA has not only misrepresented awards granted to the program by the National Safety Council, but has also falsely claimed endorsement by organizations and agencies such as D.A.R.E. and the Black United Fund, Inc.

Appendix Three: The Controversial Views of NRA Research Coordinator Paul Blackman on Kids and Guns details the NRA's attempts to try and redefine the issue of kids and guns as being solely one of reducing unintentional firearms death among children. This section examines the writings of NRA Research Coordinator Paul Blackman and the organization's dismissal and derision of young homicide victims.

Appendix Four: 1994 and 1995 Eddie Eagle Grants Made by The NRA Foundation details Eddie Eagle grants made by The NRA Foundation as reported in its 1994 and 1995 federal Form 990s.

Appendix Five: Eddie Eagle Resolutions contains copies of resolutions passed by states endorsing the Eddie Eagle program.

Appendix Six: Source Materials contains copies of original source materials cited in the study.

Section One: "An Old-Fashioned Wrestling Match for the Hearts and Minds of our Children"

The National Rifle Association recognizes that its future and that of the firearms industry depends on the recruitment of new shooters. As a result, throughout its history the NRA has beckoned to America's youth. Two consistent themes have been present in these appeals. The first is that familiarity with firearms, and eventual ownership, are building blocks to patriotism, morality, and civic virtue. The second is that involving youth in America's gun culture is necessary not only to ensure the political might of the NRA, but also the financial health of the firearms industry.

As early as 1907 NRA advertisements entreated, "Boys!! Become a `Junior Marksman'" and encouraged children to organize NRA rifle clubs in their schools to "instill the principle of manhood and loyal citizenship in the youth of the land."[10] Since then, little has changed. An editorial in the September 1963 *American Rifleman* noted that "the desire to shoot a gun, like the desire to drive an automobile, is one of the strong instincts of many youngsters. A gun should not be a forbidden implement which must be investigated by a child in secret and without the practical skill to handle it. A knowledge of firearms should be a part of the education of every boy (and every girl who is so inclined) until he becomes so familiar with them that he will do no harm to himself or to others." And in January 1985 the NRA board reaffirmed a 1980 resolution that stated: "WHEREAS, The future of the shooting sports in America rests with the youth of the nation...[i]t is the official policy of the National Rifle Association to introduce as many of our nation's youth as possible to the legitimate use of the [sic] firearms, and to provide specific assistance to involve them via other organizations in firearms related activities."[11]

Most recently, these themes have been adopted by Marion Hammer, the NRA's first woman president. In a 1995 address before the American Legion, Hammer— who was taught to shoot at the age of five—promised that the complex problems of life for today's youth had a very simple solution: guns. Warned Hammer:

> Today, America has new enemies; enemies that are tearing at the fabric of our heritage and our society. Those enemies are moral decay, disrespect, parental neglect, dependence on government and phony quick-fix government solutions to complex social problems. America's children are the victims of those enemies. Because we love our country, we have a duty to America's youngsters. They are the future of America. We must teach them values and strengths. Teach them discipline, self-reliance, respect and honor. Teach them to love America and what it stands for. NRA's Eddie Eagle Gun Safety program

for young children is about much more than just teaching safety. Youngsters learn safety but they also learn respect for guns.

In detailing her belief in the transmogrifying power of firearms, Hammer reveals what others have charged: "NRA's Eddie Eagle Gun Safety program for young children is about much more than just teaching safety." Through Eddie Eagle, Hammer promises, "Youngsters learn safety but they also learn respect for guns." The lack of respect Hammer alludes to, however, is not the necessary caution that children might fail to grant a lethal weapon, but the lack of admiration Hammer feels firearms are due in their standing as totems of freedom and touchstones to her much-longed-for, idealized past. The purpose of Eddie Eagle is not to keep children safe *from* guns, but safe *with* guns.[1]

While in their efforts to market to children the gun and tobacco industries have taken similar paths, there is one striking difference: the tobacco industry denies that it is working to entice children to use their product, the NRA and the gun industry openly acknowledge it.

The high profile afforded Hammer and her youth initiative are just two of the most recent manifestations of an industry-wide effort by gun manufacturers and lobbying organizations to increase the involvement of youth in America's gun culture. These efforts stem from an industry-wide sales slump that hit the firearms industry in the mid-1980s as the result of saturation of the primary market of white males. At the same time, the firearms industry has come under attack by legislators and advocacy organizations as the result of increases in firearms violence, much of it associated with the increased lethality of its products (e.g. assault weapons, the shift from six-shot revolvers to more powerful, high-capacity pistols, new ammunition types such as the Black Talon hollowpoint bullet, etc.). As a result, the NRA has begun a new and expanding partnership with the firearms industry to lift it out of its doldrums and reach out to a new generation of customers. In doing so, it has followed the trail blazed by America's tobacco industry.

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[1] In 1997 Hammer was joined by newly elected NRA First Vice President Charlton Heston in her children's crusade. The cover of the September 1997 *American Rifleman* magazine featured a determined Heston surrounded by a multi-ethnic array of children. The cover asked the question, "Are Gun Rights Lost on Our Kids?" Inside the magazine, Heston bemoaned "a nation of children, a couple of entire generations, that have been brainwashed into believing that the Second Amendment is criminal in origin, rather than framed within the Constitution."

"Replacement Customers"—Facing the Same Problems as the Tobacco Industry

Many of the problems being faced today by the NRA and the firearms industry are, in fact, similar to those faced in the past by the cigarette and smokeless tobacco industries. Faced with declines in its primary market, the gun industry and the NRA, like the tobacco industry before them, recognized the need to expand their market to include women and children. Yet, as is the case with tobacco products, there are strict prohibitions on the sale and possession of guns by children and youth.[1]

While in their efforts to market to children the gun and tobacco industries have taken similar paths, there is one striking difference: the tobacco industry denies that it is working to entice children to use their product, the NRA and the gun industry openly acknowledge it.

At the NRA's 1996 Annual Meeting in Dallas, Texas, Marion Hammer introduced her 10-year-old grandson Michael, stating, "I know that when NRA reaches out and takes the hand of a child, we are touching America's future." Hammer also outlined the NRA's agenda to "invest" in America's youth, win their "hearts and minds," and ensure the organization's longevity:

> I pledge to you to dedicate my term in office to two demanding missions. One is building an NRA bridge to America's youth. The other is being fiscally far-sighted to provide for bold new programs that will teach America's children values to last a lifetime. It will be an old-fashioned wrestling match for the hearts and minds of our children, and we'd better engage our adversaries with no holds barred....If we do not successfully reach out to the next generation, then the freedom and liberty that we've lived for—and that many of our ancestors have died for—will not live beyond us.
>
> The NRA is committed to expanding our programs, to reaching out to more children and to investing in the future by helping to instill values and build

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[1] Under the Gun Control Act of 1968 persons must be at least 18 years of age to purchase a rifle or shotgun and 21 years of age to buy a handgun from a holder of a Federal Firearms License (FFL). The Violent Crime Control Law Enforcement Act of 1994 made it illegal for any person, with some exceptions, to sell or transfer a handgun or handgun ammunition to anyone under 18 years of age. The exceptions include: temporary transfer or possession or use to a juvenile in the course of employment, target practice, hunting, safety instruction, and with prior written consent of the juvenile's parent or guardian who is not prohibited from possessing a firearm; juveniles who are members of the Armed Forces of the United States or the National Guard; a transfer by inheritance of title (but not possession) to a juvenile; and, possession taken in self-defense or for other persons against an intruder into the residence of a juvenile or a residence in which the juvenile is an invited guest. It also made it unlawful for a juvenile, with the same exceptions, to possess a handgun or handgun ammunition.

character in the youngsters we touch throughout America....We need to make sound investments that ensure that we're still strong, still proud, and still defenders of the Second Amendment while teaching NRA values, the NRA way to America's youngsters....When we pass the torch of freedom to my grandson, Michael, and his generation—they must be ready. That is our challenge....

"New Faces and Pocketbooks"

Hammer's openness is not unique. *S.H.O.T. Business* is an industry trade magazine published by the National Shooting Sports Foundation (NSSF), the leading trade association for the firearms industry.[k] NSSF has been a leader in marketing to women and children. In 1992 the organization's *NSSF Reports* announced a "New Focus on Women & Youngsters" and promised, "Bringing women and youngsters to the shooting sports is the goal of fully half of the NSSF's new 1992 programs...."[l] *S.H.O.T. Business* is distributed free of charge to a wide range of gun industry members, including manufacturers, dealers, and distributors. A 1993 "Community Relations" column by Grits Gresham featured the following heading: "The school children of today are the leaders of tomorrow...and your future customers. These suggestions may help them develop an interest in our industry." In the article, Gresham noted:

> *"Kids can't buy guns, you say? Well, yes and no."*
>
> *Grits Gresham, S.H.O.T. Business, 1993*

> Customers. If you don't have them you won't be in business very long. If you don't keep them, same thing. And, although it's a bit down the road, if you don't have a supply of replacement customers coming along, that road will begin to get rough. There's a way to help ensure that new faces and pocketbooks will continue to patronize your business: Use the schools. This is where most of your potential, down-the-line shooters and hunters now are. Kids can't buy guns, you say? Well, yes and no. It's true that most students

---

[k] The National Shooting Sports Foundation is a 501(c)(6) tax-exempt association founded in 1961 to "promote a better understanding of and more active participation in the shooting sports." Its more than 900 members include "manufacturers of firearms and ammunition, accessories, components, gun sights, hunting clothes and other reputable firms that make a profit from hunting and shooting...." The NSSF's 1993 budget totaled more than $3.7 million.

[l] Like the National Rifle Association, the National Shooting Sports Foundation has worked through public and private schools to introduce youth to firearms via NSSF educational materials for grades four through 12. For more information on this issue, please see the 1994 Violence Policy Center study *"Use the Schools"—How Federal Tax Dollars Are Spent to Market Guns to Kids*.

from kindergarten through high school can't purchase firearms on their own. But it's also true that in many parts of the country, youngsters (from preteens on up) are shooting and hunting. Pop picks up the tab. Whether they continue to shoot and hunt depends, to a great degree, on whether or not the desire is there. That's where you come in. Every decade there is a whole new crop of shining young faces taking their place in society as adults. They will quickly become the movers and shakers. Many of them can vote before leaving high school, whether they do or not. You can help see that they do....Are you in for the long haul? If so, it's time to make your pitch for young minds, as well as for the adult ones. Unless you and I, and all who want a good climate for shooting and hunting, imprint our positions in the minds of those future leaders, we're in trouble....Schools should not be a problem as far as your business is concerned. In fact, they can be a huge asset. Think about it. Schools collect, at one point, a large number of minds and bodies that are important to your future well being. How else would you get these potential customers and future leaders together, to receive your message about guns and hunting, without the help of the schools. How much effort and expense would be involved? Schools are an opportunity. Grasp it.

Under a section of the article titled, "Count the Ways," Gresham asked the reader, "What can you do to take advantage of this opportunity? Let's take a look." Gresham first advises readers to get school principals and coaches "on your side" to help with "the education of children and teachers in the outdoor fields." Then, among suggestions that include teaching a "firearms familiarization class," working to "reach" teachers by giving them information on various guns, including how they are used in self-defense, and sponsoring a youth shooting team, Gresham adds:

> Make sure that teachers and school libraries have a listing of sources for information about the subjects we hold dear. Tell them about the NRA's `Eddie the Eagle' gun safety program for school children (`Stop, Don't Touch, Leave the Area, Tell an Adult'), and how they can bring it into their classes.

An NSSF brochure titled *"When your youngster wants a gun"* also addresses the issue of children and firearms. The pamphlet asks the question, "How old is old enough?" and answers:

> Age is not the major yardstick. Some youngsters are ready to start at 10, others at 14. The only real measures are those of maturity and individual responsibility. Does your youngster follow directions well? Is he conscientious and reliable? Would you leave him alone in the house for two or three hours? Would you send him to the grocery store with a list and a $20 bill? If the answer to these questions or similar ones are `yes,' then the answer can also be `yes' when your child asks for his first gun.

Three Stooges: Joe Camel, Willie the Kool, and Eddie Eagle

The similarities between the tobacco and gun industries' marketing to young customers are striking. Both recognize that they must attract new customers before adulthood. According to the U.S. Department of Health and Human Services, four-fifths of smokers begin before the age of 21.[12] Relatively few Americans take up smoking after they have reached adulthood. It is generally acknowledged by both the NRA and the firearms industry that the same holds true for gun use. Participation in shooting activities must begin at an early age.

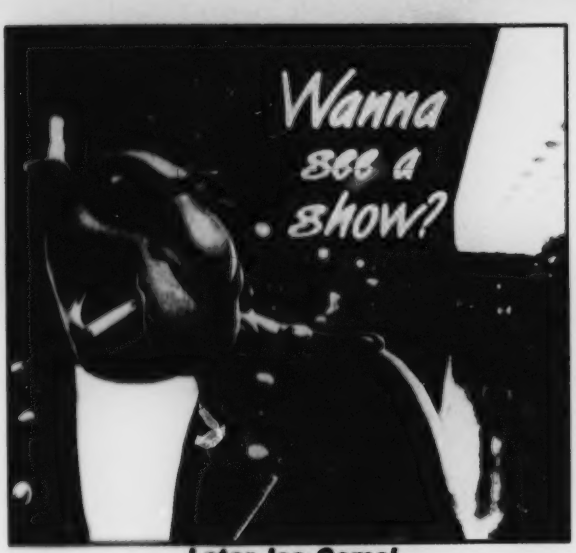
According to the study *Factors Related to Hunting and Fishing Participation in the United States* published by the Fish and Wildlife Reference Service, men and women who do not become hunters by the time they graduate from high school are unlikely ever to become hunters. Nationwide, more than half of all hunters, 54 percent, began hunting before they turned 13 years old, 69 percent began before they turned 16, and 83 percent before they turned 19. In a "strategic analysis" for the firearms industry, the National Shooting Sports Foundation concluded that "there is a continuing need to encourage new first-time shooters and, as much as is practical and responsible, ease their entry into the shooting sports."[13]

This view is echoed by individual industry members. According to Travis Hall of shotgun manufacturer Browning, "We haven't done a good job of introducing shooting, hunting and the outdoors to young people.... We clearly need to change that if we're going to have customers in the future."[14] In addition to financially supporting the NRA's youth marketing efforts through contributions to The NRA Foundation, Browning has launched its own efforts to "preach `outside the choir.'"[15] The company has hired 70s rock singer and NRA board member Ted Nugent to promote its guns and bows and "reach a younger audience."[16] According to Hall, Nugent is "going to reach the next generation of sportsmen that we must reach, or our industries will wither."[17]

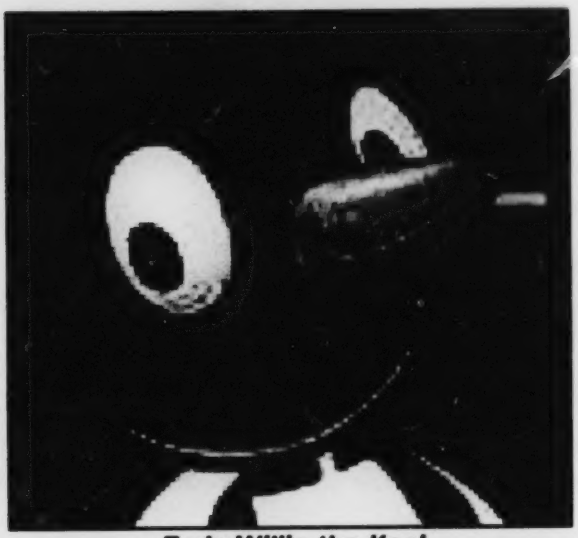
In working to attract young customers, the tobacco industry has recognized the need to put on a face that is at once friendly and welcoming yet "cool." The embodiment of these goals is, of course, Joe Camel. INFACT, a national grassroots organization working "to stop life-threatening abuses by transnational corporations and increase their accountability to people throughout the world," notes:

> Joe Camel...is a particularly appalling example of the industry hitting its target. Modeled after James Bond and Don Johnson of Miami Vice, Joe Camel has profoundly influenced even the very young. One study showed that nearly one-third of three-year-olds matched Joe Camel with cigarettes and that by age six, children were as familiar with him as the Mickey Mouse logo on the Disney Channel! The cartoon camel catapulted Camel cigarettes from a brand smoked

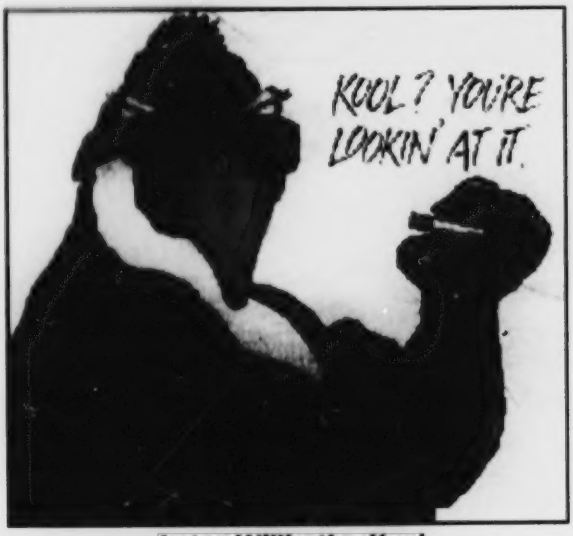
Early Joe Camel



Later Joe Camel



Early Willie the Kool



Later Willie the Kool

Early Eddie Eagle

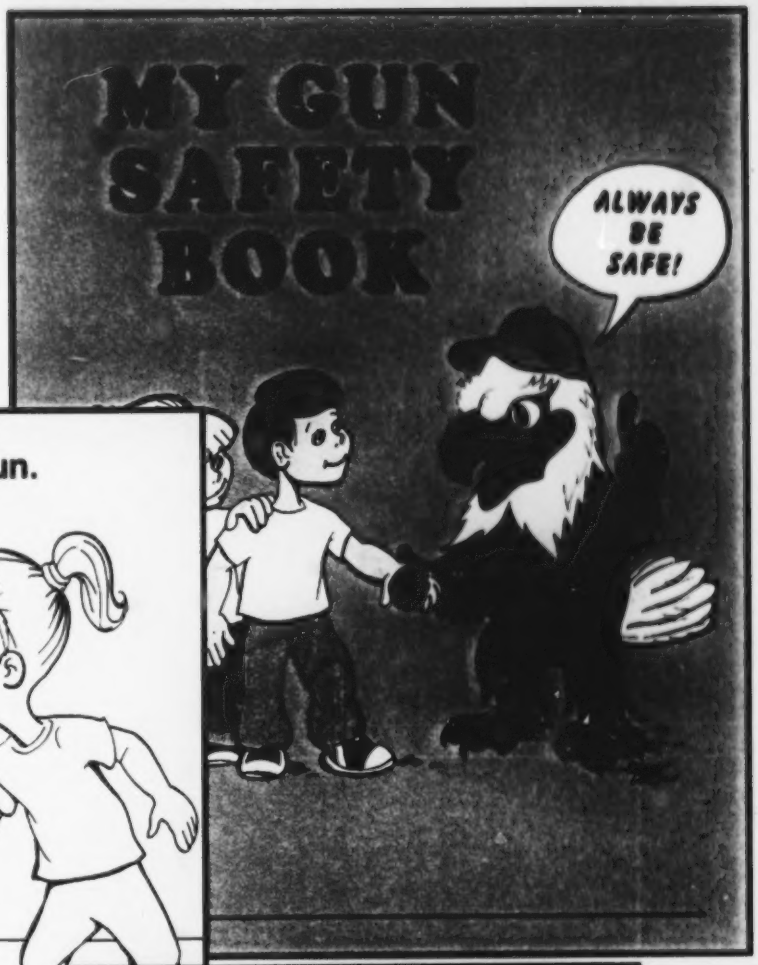
Later Eddie Eagle

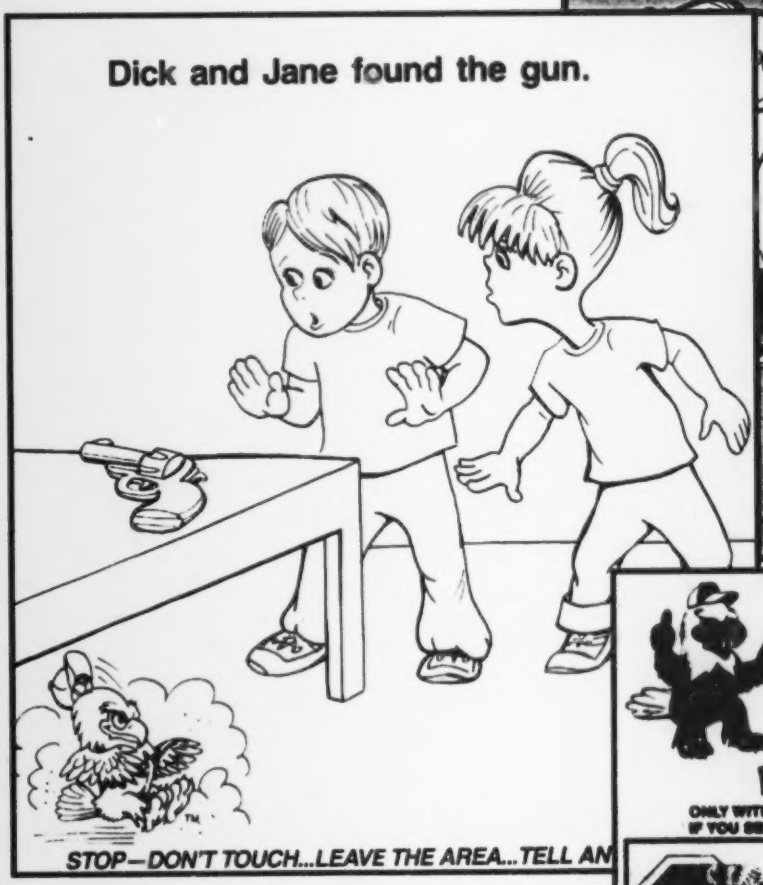
by less than one percent of U.S. smokers under age 18 to a one-third share of the youth market...within three years. The enormous success of Joe Camel has apparently inspired other cartoon ad campaigns, including a penguin tested by Brown & Williamson....`Willie the Kool,' the penguin used to promote Kool cigarettes, has buzz-cut hair, day-glo sneakers, sunglasses, and is very conscious of being `cool.'[18]

Like Joe Camel, Eddie Eagle has changed with the times. The first incarnation of Eddie Eagle appeared in a 1988 NRA coloring book titled *My Gun Safety Book*. With a pointed beak and prominent claws, this initial cartoon version looked more fearsome than fuzzy. The only anthropomorphic feature was a blue baseball cap perched on the bird's head. The six-page publication opened with "Dick and Jane found the gun." Upon seeing the revolver, left on a living room coffee table, an alarmed Dick tells a quizzical Jane, "Stop, Jane. Don't touch the gun." Apron-clad Mom is then told of their find. A sheepish Mom hugs the tykes, telling them, "I am proud of you for telling me so I could put it away." Eddie Eagle's role is limited to scurrying along the bottom of each page, repeating the program's mantra of "Stop. Don't touch. Leave the area. Tell an Adult." An accompanying poster featured Eddie Eagle offering youngsters a message open to varying interpretation: "`Always be safe' with guns: Only with a parent should you be around guns."

Today Dick and Jane's scruffy aviary friend has been replaced by a cartoon version of Eddie Eagle that is taller, friendlier, shares Willie the Kool's affinity for casual footwear, and carries a cell phone. The caucasian Dick and Jane are no longer to be seen. In their stead is a multi-cultural array of children. Program materials have expanded to include workbooks in English and Spanish, instructor guides, and a letter to parents as well as Eddie Eagle posters, stickers, backpacks, lunch boxes, and stuffed animals. In addition to the cartoon Eddie Eagle, the NRA also uses a giant, Barney-like mascot version of the character.

Eddie Eagle's "cool" credentials are established in an animated video—*Learn Gun Safety with Eddie Eagle*—featuring *Beverly Hills 90210* actor Jason Priestly. In the video, Eddie Eagle talks with Priestly on his cell phone, relaxes on a chaise lounge on top of a city building while drinking an iced beverage, and smoothly slicks his feathers back off of his forehead. Throughout the video a catchy tune somewhere between *Sesame Street* and the Macarena repeats as Eddie Eagle chants his mantra.


MY GUN SAFETY BOOK
ALWAYS BE SAFE!


Dick and Jane found the gun.
STOP—DON'T TOUCH...LEAVE THE AREA...TELL AN

"ALWAYS BE SAFE"
WITH GUNS:
ONLY WITH A PARENT SHOULD YOU BE AROUND GUNS.
IF YOU SEE A GUN AND YOUR PARENT IS NOT THERE:
STOP
DON'T TOUCH
LEAVE THE AREA
TELL AN ADULT

The factors that can be used to motivate children and youth to smoke are strikingly applicable to the firearms industry. According to INFACT:

> In the US, cigarette advertising links smoking with being `cool,' taking risks, and growing up. At the same time the tobacco industry insists that it does not want children to smoke—and backs up its claims with campaigns supposedly designed to discourage young people from smoking. But [such] programs...are not only slick public relations efforts designed to bolster industry credibility, they actually *encourage* youth tobacco use. By leaving out the health dangers, ignoring addiction, and glamorizing smoking as an `adult custom,' these campaigns reinforce the industry's advertising theme presenting smoking as a way for children to exert independence and be grown up.

INFACT explains that "framing smoking as a marker of maturity... actually strengthens the cigarette's power as *a symbol of adulthood and independence.*" Like tobacco use, guns represent an "adult custom" that symbolizes independence and adulthood. And, in the same way that the tobacco industry's "education" programs ignore the risks of smoking, Eddie Eagle never mentions the risks associated with firearms and their use.

Section Two: "New Blood Really Helps"

The NRA denies charges that the Eddie Eagle program is a thinly-disguised marketing tool for itself and the gun industry. The brochure "The Eddie Eagle Gun Safety Program" attempts to assuage any fears that the program's mascot is merely Joe Camel with feathers by reassuring parents:

> Eddie Eagle is the educational gun safety mascot for young children—not an NRA spokesman. So that young children do not confuse Eddie's message, he does not appear where firearms are being used, displayed or sold.

Yet the program fails to meet even this limited, self-imposed standard as illustrated in a September 1992 *American Rifleman* article, "The Eagle Has Landed." The sub-title of the article read: "Eddie Eagle flew into Georgia to provide a helping hand as retailing giant Wal-Mart joined with NRA-certified firearms instructors to promote gun safety." The article detailed the live appearance of a mascot Eddie Eagle at a Wal-Mart "Father's Day Sale." A photo accompanying the article shows an NRA display in the store's sporting goods department. A second photo shows promotional literature for a .44 magnum handgun on the table in front of Eddie Eagle as he talks to children. Eddie Eagle was accompanied at the event by NRA-certified firearms instructors and NRA board members. At the time of the article, the sporting goods departments of Wal-Mart stores sold handguns, rifles, and shotguns. According to the article, that day the Wal-Mart store also participated in the NRA Retail Membership Program, which at the time was in place at more than 1,000 retail outlets across America. The program awards retailers a commission for each new NRA membership sold by the store. In 1994 Wal-Mart stopped selling handguns as the result of several lawsuits holding Wal-Mart and other retailers liable for crimes committed with guns sold in their stores. Today, Wal-Mart sells only long guns.[19]

More recently, an ad for the 1996 NRA annual meeting in the February 1996 *American Rifleman* offered the opportunity to "Meet Eddie Eagle" alongside an invitation to "See the largest firearms exhibit in NRA's history!"

"The NRA is...Plowing New Ground for This Industry"

In arguing why it should be trusted to teach children "gun safety," the Eddie Eagle page of the NRA's web site[m] offers a "message to parents." In it, the NRA

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[m] The NRA's web site is located at http://www.nra.org. The site can also be reached through the "links" page of the Violence Policy Center's web site located at http://www.vpc.org.

NRA ★ 1996
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promises that it is not "a trade organization. It is not affiliated with any gun or ammunition manufacturers or with any businesses that deal in guns or ammunition."

Contrary to this promise, today's NRA is the unofficial trade association for the gun industry. It is an active partner with the firearms industry and, as new VPC research shows, receives substantial financial support from it. As noted in a January 1996 article by Bob Lesmeister titled "Your Best Ally...Your Best Deal" published in the industry trade magazine *American Firearms Business*:

> When you, as a dealer, wholesaler, manufacturer, or importer think of the National Rifle Association, you naturally think of the country's largest and oldest major pro-firearms group. And, no doubt you think of the NRA as strictly a consumer organization. You handle the business end of firearms and the NRA takes care of the legislative and training programs, right? Well, not anymore. The NRA feels that the 'barbed wire fence' separating the firearms industry territory from the end-user Second Amendment advocate domain should come down and both sides of the firearms equation should support each other. They [NRA] are making it easy and they are offering you incentives to help integrate the business end of firearms with the information/training/legislative area.

In addition, each year the NRA receives millions of dollars in advertising revenue from the firearms industry for ads taken out in its *American Rifleman* and *American Hunter* magazines. Reported advertising revenue for the organization for 1995 was more than $11 million. The 1996 NRA annual report does not offer a dollar figure for its advertising revenue. Yet, in 1996 alone, NRA board member Steve Hornady's company, Hornady Manufacturing Company (a manufacturer of reloading equipment and supplies) paid the NRA $163,965 for advertising in its magazines.[20] For a brief period in 1996 the NRA had commercial links to firearm manufacturers on the "news" section of its web site.

Yet the clearest evidence that the NRA is misleading children, parents, and legislators about the Eddie Eagle program and its links to the firearms industry is revealed by the activities of its affiliate, The NRA Foundation. The Foundation is a 501(c)(3) tax-exempt foundation started by the organization in 1990. It shares office space with the NRA at its headquarters in Fairfax, Virginia. The Foundation is the funding source for Eddie Eagle.

The missions of The NRA Foundation and the NRA itself are virtually indistinguishable, except that money contributed to The NRA Foundation is tax-deductible—despite the fact that most of the Foundation's tax-exempt dollars are funneled directly back to the NRA itself.

THE EAGLE HAS LANDED

Eddie Eagle flew into Georgia to provide a helping hand as retailing giant Wal-Mart joined with NRA-certified firearms instructors to promote gun safety.

BY KAREN MEHALL

NRA's Eddie Eagle touched down at the Wal-Mart store in Morrow, Ga., on June 20 to join with NRA staff as part of the store's special Father's Day Sale event.

Wal-Mart customers who had come in search of bargains also found they had the opportunity to meet and talk with regional NRA-certified firearms instructors. While adults sought advice on everything from firearm safety and storage to shooting and hunting tips, NRA's gun safety mascot made a special appearance to teach his safety message to children who come upon an unattended firearm: "Stop. Don't touch. Leave the area. Tell an adult."

Shoppers stopped, stared and smiled as children rallied around their new friend. And so Eddie's day went, meeting and greeting people of all ages, pushing children in shopping carts and moonwalking across the floor as the glow of flashbulbs shed new light on the room—a light of gun safety awareness.

"I felt it was very important to set aside a day for gun safety. Judging by today's tremendous turnout and the enthusiastic reaction, so did the whole community," said Sheena Norton, manager of the Morrow Wal-Mart Sporting Goods Dept. and one of the key organizers of the event. "It's especially reassuring to see so many children surround Eddie Eagle and walk away understanding his life-saving message."

The Morrow Wal-Mart also participated in the NRA Retail Membership Program that day. Currently in place at over 1,000 retail outlets across America, the program awards retailers a commission for each new $25 annual NRA membership sold by the store. Wal-Mart graciously donated all commissions to the Children's Miracle Network.

Eddie Eagle took his gun safety message to new friends, and NRA presented Wal-Mart with a certificate of appreciation—(l.-r.): NRA Director Michael Kindberg, Wal-Mart's Sheena Norton, NRA staffer Michelle Weber, Director Bill Davis and Fred Metros, event coordinator.

"I was very pleased to include the program as part of our special gun safety event," said Norton. "NRA has been the nation's safety expert for over 100 years, so what better time than today to kick off a safety and membership partnership? Everyone needs to know gun safety. I hope to see such a program adopted in our store very soon."

Wal-Mart joined the ranks of diverse

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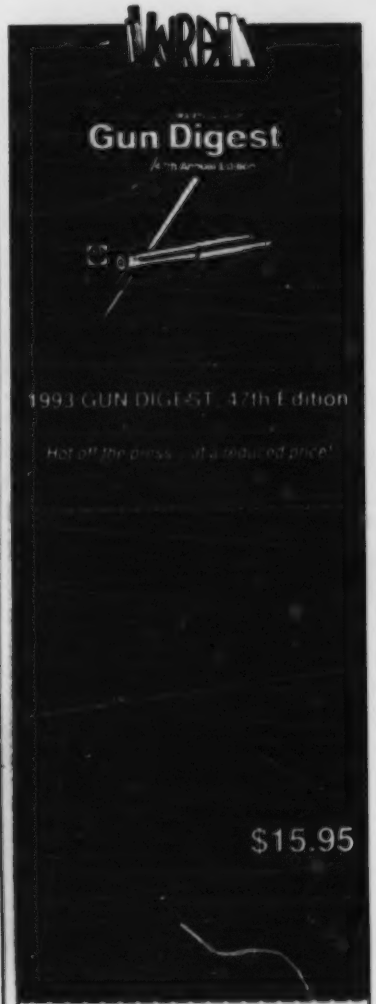

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All of the NRA's political leaders and many of its top officials serve on The NRA Foundation's board of trustees. According to the Foundation's 1995 annual report, its 11 trustees include: Wayne LaPierre, NRA executive vice president; Tanya Metaksa, executive director of the NRA Institute for Legislative Action and the organization's chief lobbyist; Neal Knox, NRA board member and leader of the organization's hard-line, no-compromise faction; Wilson H. Philips, Jr., who serves as both the NRA's and The NRA Foundation's treasurer; Wayne Sheets, who serves as the Foundation's executive director and is the former head of the NRA's education and training division; Richard Carone, NRA board member;[n] and, Robert Hodgdon, NRA board member and CEO of Hodgdon Powder, a manufacturer of black powder and other handloading materials.

The missions of The NRA Foundation and the NRA itself are virtually indistinguishable, except that money contributed to The NRA Foundation is tax-deductible—despite the fact that most of the Foundation's tax-exempt dollars are funneled directly back to the NRA itself.

In addition, the Foundation's 1994 annual report reveals that of the $2,824,456 in grants made by The NRA Foundation in 1994, $2,382,884—or nearly 85 percent—*were made to the National Rifle Association.* Of this, the largest portion—$675,000 or 28 percent—was paid to NRA headquarters for "printing and distribution of program materials" and "support, research, and development" for the Eddie Eagle program. Other NRA programs funded that year by "grants" from The NRA Foundation include: $350,000 to the Women's Issues and Programs of the NRA for its Refuse to be a Victim program; $340,000 for Youth Programs of the NRA; $175,000 for Youth Hunting Skills Education Programs of the NRA; $150,000 for shooting range development; and, $125,000 for Promotion and Support of the Becoming an Outdoors Woman Program. In 1995, of the $3,724,621 in grants made by the Foundation, $2,546,921 or 68 percent were paid to NRA headquarters. Of this, $525,000 or 21 percent were earmarked for the Eddie Eagle program. An additional $64,777 in grants were made to 19 states for support of the Eddie Eagle program. [Please see Appendix Four for a listing of 1994 and 1995 Eddie Eagle grants made by The NRA Foundation.]

The NRA Foundation actively solicits gun industry dollars. At the NRA's 1997 Annual Meeting in Seattle, Washington, Foundation staff handed out reprints of an article from *Fishing & Hunting News* titled "Industry's NRA Endowments = `Foundation for the Future.'"[o] The article, by Dave Workman, detailed how the programs supported

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[n] At the NRA annual meeting in Seattle, Washington in May 1997 the organization announced the results of the members' election of the NRA board of directors. Richard Carone was not re-elected.

[o] Please see Appendix Six for a copy of the handout.

by The NRA Foundation, including Eddie Eagle, benefit the firearms industry and urged industry members to help support the Foundation. According to the article, The NRA Foundation is "getting some major league support from several giants in the industry" and one industry member estimated that as many as 20 firearm industry companies or their CEOs were involved in the Foundation's fundraising efforts.

According to The NRA Foundation's Wayne Sheets, "The industry is an indirect beneficiary of this program [The NRA Foundation]." Later in the article Workman notes, "Perhaps NRA Executive Vice President Wayne LaPierre summed it [sic] best about the NRA Foundation, and what it means to the industry"—

> It means gun safety, Eddie Eagle, hunter safety; those day-to-day educational programs that all of us as gun owners want in our cities and towns....It protects the future of the shooting sports by insuring that young people, and women, and men, who may not be in the sports today will be in tomorrow.

In the piece, Workman renders the Foundation's mission down to its essence: "The Foundation is a mechanism by which the firearms industry can promote shooting sports education, cultivating the next generation of shooters. Translate that to future customers."

In addition to Hodgdon, some of the key gun industry backers of The NRA Foundation cited by Workman include: Frank Brownell of Brownell's Incorporated, another reloader manufacturer; NRA Life Member Larry Potterfield, head of Midway Arms, a catalog center for reloading components and other firearm accessories; Bill Ruger, head of firearms manufacturer Sturm, Ruger & Co.; and, Frank Kenna, CEO of Marlin Firearms. In the article, these industry members are enthusiastic about the benefits The NRA Foundation and its programs can offer the firearms industry.

NRA board member and NRA Foundation trustee Robert Hodgdon's advice to "everyone in the industry" is to:

> look at their business the way I do mine. Our company has always looked to the future and we have made today's decisions on the fact that we intend to be in business for a long time. The businesses in our industry owe it to themselves to endow the NRA foundation, which is the only viable nationwide firearms organization that both serves the shooter and hunter, and maintains our freedoms.

Adds Brownell, "The NRA is...plowing new ground for this industry." Brownell's "philosophy," according to Workman is simple, "You always have to bring young people into anything. New blood really helps. For that reason, I think the

(Foundation's) endowment program is going to be very important to the future of the industry." And while the NRA has attempted to portray itself as being somehow apart from the firearms industry, this false distinction is lost on the industry members themselves. Says Brownell, "I consider it a privilege to be able to help support the people in our industry who are helping to make it possible for me to feed my kids, and I feel an obligation to support the industry because it has been good to us."

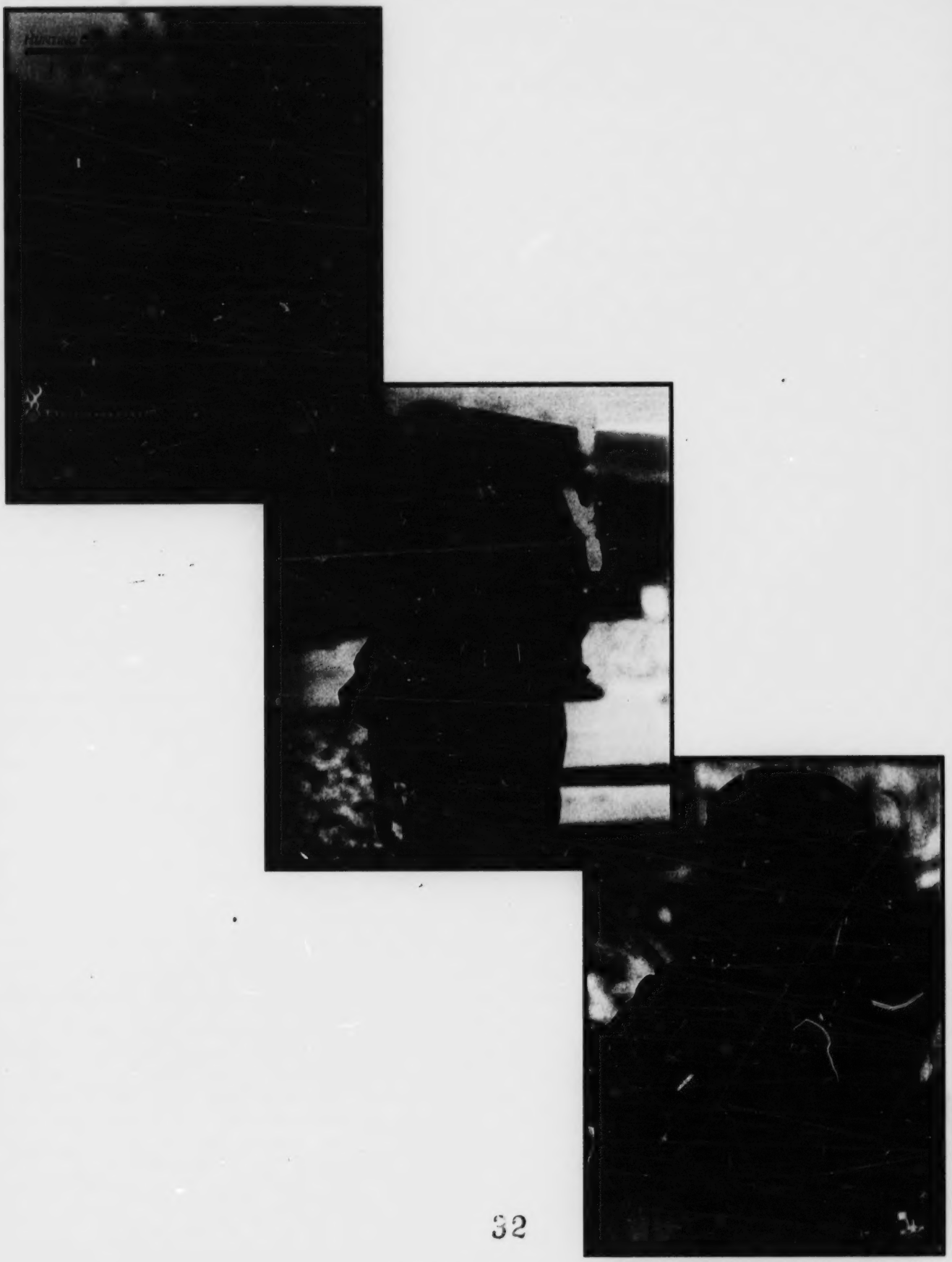
> *"The Foundation is a mechanism by which the firearms industry can promote shooting sports education, cultivating the next generation of shooters. Translate that to future customers."*
>
> *David Workman, Fishing & Hunting News*

The Gun Industry's Favorite Charity

The NRA Foundation's status as the gun industry's favorite charity is confirmed by its 1994 and 1995 annual reports. The NRA Foundation counts a wide range of gun industry members among its financial supporters, including: manufacturers of long guns and handguns (including Saturday Night Special or "junk gun" manufacturers); ammunition manufacturers; reloading equipment companies; publishers of gun magazines; and, manufacturers of other gun-related products, such as holsters. It is not known what other gun industry donors may contribute to the Foundation without disclosure.

Firearm manufacturers who are known to provide financial support to The NRA Foundation include:

Browning. In 1995 Browning gave from $5,000 to $9,999 to The NRA Foundation (virtually all reported grants are acknowledged in the Foundation's annual report as being within a range of giving). NRA board member and 1970s rock star Ted Nugent recently signed on as a spokesperson for Browning firearms and bows. In a May 1997 "Snap Shot" piece in the NRA's new *American Guardian* magazine, Browning President Don Gobel said of his company's new partnership with Nugent, "We hope our affiliation with Ted will be a catalyst for our promotion of the hunting and shooting lifestyle to a younger audience....The youth of America must be educated to the wholesome and valued world of hunting and conservation." The 1997 Browning catalog features a child on the cover wearing a Browning cap carrying a net bag of duck decoys. Inside the catalog a toddler is shown wearing a Browning shirt as well as ear and eye protection. Another photograph in the catalog shows another toddler wearing a Browning cap while placing expended shotgun shells on his fingers.



European American Armory Corporation. In 1994 European American Armory was a member of The NRA Foundation's Fair$hare program. The company contributed $1,000 or more to the Foundation. The Fair$hare program is described by the Foundation as, "Created by and for shooting industry companies, this program raises funds for projects and programs supported by The NRA Foundation. Participants pledge to make a tax-deductible contribution of at least 1/10 percent of their annual gross revenues. Donations may be restricted for specific programs or projects." European American Armory's Windicator double-action revolvers are "junk guns"—also known as Saturday Night Specials—defined as low-quality, ultra-concealable handguns lacking sporting purpose.

> ***The NRA Foundation counts a wide range of gun industry members among its financial supporters, including: manufacturers of long guns and handguns (including Saturday Night Special or "junk gun" manufacturers); ammunition manufacturers; reloading equipment companies; publishers of gun magazines; and, manufacturers of other gun-related products, such as holsters.***

Bill Ruger of Sturm, Ruger and Company. In 1995 Bill Ruger gave from $25,000 to $49,999 to The NRA Foundation. Bill Ruger heads Sturm, Ruger & Co. In November 1997 Ruger appeared in a full-page Foundation ad that ran in the NRA's *American Rifleman* magazine. The ad announced the establishment of the William B. Ruger Endowment through The NRA Foundation to "preserve our firearms heritage for future generations" and provide benefits "to our citizens, our community and to our nation." Sturm, Ruger is also the manufacturer of the most infamously defective handgun ever manufactured: the Ruger Old Model single-action revolver. Manufactured from 1953 to 1972, the Old Model has been associated with at least 600 unintentional firings resulting in serious injury or death. Although in 1972 the weapon was redesigned to incorporate a transfer bar safety device, the gun was never recalled and as many as 1.5 million of them remain in circulation.[21] In 1995 Ruger manufactured 197,489 pistols, 148,439 revolvers, 407,785 rifles, and 7,133 shotguns.

Thompson Center Arms Company. In 1994 Thompson Center Arms Company gave from $1,000 to $4,999 to The NRA Foundation. Thompson Center Arms manufactures firearms for hunting and target shooting. The 1996 dealer catalog features the youth model of the Contender carbine in a photo taken of a father and his 11-year-old son. The catalog copy notes, "After the short buttstock has been replaced by a standard buttstock, this little carbine will be held on to for a lifetime." In 1995 Thompson Center manufactured 14,055 pistols and 661 rifles.

Ammunition manufacturers who contribute to The NRA Foundation include:

Accurate Arms Company, Inc. In 1995 Accurate Arms Company gave from $1,000 to $4,999 to The NRA Foundation. Accurate Arms manufactures smokeless powders for pistol, rifle, and shotshell loads.

Black Hills Ammunition, Inc. In 1994 Black Hills Ammunition was a member of the Fair$hare Program, in which participants contribute "at least 1/10 percent of their annual gross revenues." The company contributed $1,000 or more to the Foundation. Black Hills Ammunition manufactures black powder and explosives.

Blount, Inc. In 1994 Blount, Inc. gave from $1,000 to $4,999 to The NRA Foundation. Blount manufactures Speer and CCI ammunition as well as reloading equipment, ammunition magazines, and after-market accessories (folding stocks, etc.).

Federal Cartridge Company. In 1995 Federal Cartridge Company gave from $5,000 to $9,999 to The NRA Foundation. Federal Cartridge Company has helped sponsor numerous programs that promote hunting among youth and women including: the National 4-H Shooting Sports Committee; Safari Club International's Apprentice Hunter programs; and, the Women's Shooting Sports Foundation's Ladies Charity Classic Handgun Events. Federal's 1996 catalog notes, "Working together with you, we'll all be able to preserve the rich traditions of hunting and shooting for our children, and their children, for years to come."

Steve Hornady of Hornady Ammunition. NRA board member Steve Hornady and Mrs. Margaret Hornady each gave from $1,000 to $4,999 to the Foundation in 1994. In 1995 an endowment gift from $5,000 to $9,999 was given by the J.W. Hornady Memorial Trust. Steve Hornady is president of Hornady Manufacturing Company, which manufactures a wide variety of reloading equipment as well as ammunition. Mr. Hornady's biography for the NRA board notes that he has served on the nominating committees of both the NRA and the National Shooting Sports Foundation. According to the February 1996 issue of *S.H.O.T. Business* magazine, Mr. Hornady was recently elected to the board of governors of the National Shooting Sports Foundation.

Ammunition reloading equipment and component manufacturers who support The NRA Foundation include:

Brownell. In 1994 the Brownell Family donated from $25,000 to $49,999 to The NRA Foundation. In 1995 the Brownell Family donated from $50,000 to

$99,999. According to Workman's *Hunting and Fishing News* article, Brownell's family donation is an endowment specified for youth training "to get subsequent generations involved in the shooting sports."

Goex, Incorporated. In 1995 the Goex black powder company donated from $1,000 to $4,999 to The NRA Foundation. Goex manufactures black powder and explosive propellants for muzzleloaders, the fireworks and safety fuse industries, the mining industry, and U.S. and foreign governments. According to its 1997 promotional materials, Goex sponsors the 4-H Council in its efforts to promote black powder shooting.

Hodgdon Powder Company, Inc. In 1994 Hodgdon Powder Company was a member of the Fair$hare Program, in which participants contribute "at least 1/10 percent of their annual gross revenues." The company contributed $1,000 or more to the Foundation. The company is headed by NRA board member Robert Hodgdon. In 1995 Hodgdon Powder Company gave from $10,000 to $24,999 to the Foundation. According to Workman's *Hunting and Fishing News* article, the company has also made a gift of land to the Foundation which provides funding for a handloading course for youth and that this effort is supported by the National Reloading Manufacturers Association—of which Robert E. Hodgdon is a charter member. In his interview with Workman, Hodgdon—who sits on the NRA's Finance Committee—explained how recent news reports of the NRA's continuing financial problems have hindered the organization's fundraising among industry members: "The big problem is that the press has distorted the financial position of NRA for its own devious (reasons) and a whole lot of the public believes it. Therefore, some of our staunchest backers are hesitant to give money...." In the past, Hodgdon has maintained that legislation that would require the tagging of black powder with microscopic markers—commonly known as "taggants"—to aid law enforcement in tracing the source of explosives used in bombings would force an increase in prices that would lead to reduced sales. In addition, Bruce E. Hodgdon, J.B. Hodgdon, and Robert E. Hodgdon each gave between $1,000 and $4,999 to the Foundation in 1994.

In 1994 Philip Morris Companies, Inc. contributed from $10,000 to $24,999 to The NRA Foundation. That same year, the Smokeless Tobacco Council Inc., which "represents the smokeless tobacco industry through its educational, research, public relations, and governmental relations programs," contributed from $1,000 to $4,999 to the Foundation.

Midway Arms, Inc. Midway CEO Larry Potterfield is the founder of the NRA Round-Up program. The NRA Foundation states that the "Round-Up program has been designed to allow catalog or storefront retailers to solicit funds from their customers for The NRA Foundation or other National Rifle Association affiliates. Consumers may round-up the cost of their purchase to the nearest dollar or make a larger contribution." Since 1992 Midway Arms has donated more than $1.3 million to the NRA National Endowment for the Protection of the Second Amendment, a non-tax deductible fund in support of the NRA Institute for Legislative Action. The NRA Foundation's annual reports do not detail how much industry funding the Foundation receives from other "Round-Up" participants. In 1994 Larry Potterfield donated from $1,000 to $4,999 to The NRA Foundation, as did Brenda, Russell, and Sara Potterfield. In 1995 Brenda Potterfield donated from $10,000 to $24,999 to The NRA Foundation.

Other industry related companies that support The NRA Foundation include:

Petersen Publishing Company. In 1994 Petersen Publishing Company donated from $25,000 to $49,999 to The NRA Foundation. In 1995 Petersen gave from $10,000 to $24,999 to the Foundation. Magazines published by Petersen Publishing include *Guns & Ammo* and *Handguns*.

Bianchi Leather. In 1994 Bianchi Leather president and NRA board member Donna Bianchi gave from $5,000 to $9,999 to The NRA Foundation. In 1995 Ms. Bianchi gave the NRA Foundation from $1,000 to $4,999. Donna Bianchi is founder of Bianchi International, a manufacturer of handgun holsters. The gun press has noted that holster manufacturers have anxiously watched the progress of NRA-backed "shall-issue" concealed carry legislation in state legislatures as a potential source of increased sales.

A Blossoming Romance?—The Tobacco Industry and the NRA

The NRA Foundation has also received funding from the tobacco industry.[p] In 1994 Philip Morris Companies, Inc. contributed from $10,000 to $24,999 to The NRA Foundation. Philip Morris is the largest cigarette company in the United States. Its brands include Marlboro (the most popular cigarette brand among teens), Benson &

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[p] Other contributors to The NRA Foundation in 1994 and 1995 included: PM Consulting Corporation, one of the NRA's consulting firms, ($5,000 to $9,999 in 1994, $1,000 to $4,999 in 1995); Safari Club International ($5,000 to $9,999 in 1994); and, Southwestern Bell Corporation ($1,000 to $4,999 in 1994).

Hedges, Merit, Virginia Slims (the first cigarette marketed directly to women), and Parliament. The company also owns the Miller Brewing Company, the second largest brewing company in America. That same year, the Smokeless Tobacco Council Inc., which "represents the smokeless tobacco industry through its educational, research, public relations, and governmental relations programs,"[22] contributed from $1,000 to $4,999 to the Foundation. While the exact reason for tobacco industry support of The NRA Foundation is not clear, possible explanations for this blossoming romance between the tobacco industry and the NRA could include:

> The tobacco industry has identified an overlap between gun owners and smokers. Therefore, showing support for gun owners could engender good will among smokers.
>
> The NRA and the tobacco industry share an interest in passage of federal tort "reform" legislation which would limit the rights of consumers killed or injured through the negligence or recklessness of product manufacturers, most notably producers of guns and tobacco.
>
> The tobacco industry recognizes the important role the NRA and its pro-gun constituency play in the conservative movement and in the retention of a Republican-controlled Congress, which has been more sympathetic to its interests.
>
> The NRA and Philip Morris share a common lobbying firm, G. Stewart Hall and Associates.

While the annual reports of The NRA Foundation confirm that the NRA is receiving significant funding from the gun industry for Eddie Eagle and other "educational" programs, it is not unlikely that the annual report offers only a brief glimpse of the full extent of the industry's support. It is not known whether industry members support the Foundation anonymously (for example, while Fair$hare "partners" were listed in the 1994 report, they were not listed in the 1995 report). In addition, some industry supporters cited by Dave Workman in his *Fishing & Hunting News* article—such as ammunition manufacturers Sierra and Nosler and Marlin Firearms CEO Frank Kenna—do not appear to be cited in the annual reports. Many industry members may also make contributions under an individual's—as opposed to corporate—name. Additional information about the full extent of the gun and tobacco industries' support of The NRA Foundation and its programs will require further investigation.

"A Delicate Situation"

When out of the public eye and speaking at gun industry events, NRA staffers are much more candid about the true agenda of the Eddie Eagle program. The S.H.O.T. Show is the annual trade show for the firearms industry and is sponsored by the National Shooting Sports Foundation. The show is closed to the general public and is open only to members of the firearms and shooting sports industries. Each year the National Rifle Association maintains a display area—replete with large pictures of Eddie Eagle and the program's promotional materials—at the show to mingle with industry members.

At the 1996 show in Dallas, Texas Jeffrey Poole—NRA manager of shows and exhibits in the membership division—talked with an investigator from the Global Survival Network about the "delicate situation" that "gun safety" and children creates:

> It's hard to tell them that guns can be dangerous, without giving them that message that guns are bad, and that's a delicate situation that we try to work around with...Eddie Eagle....We don't want to send the message that guns are bad, and scare them to death with guns when they are kids, so it's...really a fine line.

When asked if the Eddie Eagle program increases the acceptability of guns by children and youth, Poole acknowledged:

> Yes, that's the theory, and when you compare that to the only other gun safety program that's out there, which happens to be produced by [the Center to Prevent Handgun Violence of] Handgun Control...their message is simply `guns are bad... never be around a gun...stay away from guns, they're evil, and they could kill you,' and that's their message to little kids. We need to counter that with...`guns are not bad, you need to learn how to use them before you touch them.'

When the investigator reaffirmed, "With Eddie Eagle?" Poole replied, "Yes." Poole also stressed the need for the NRA to build on the Eddie Eagle program and develop a school program for older children that would continue the normalization process:

> And, there's a gap...between let's say, an eight- or 10-year-old, and then a 15-, 16-year-old, where they're actually getting out and using a gun....Or, maybe getting a gun of their own. And...we need to cover that gap...because...when you say, `guns are dangerous, be careful with them,' which is basically what we're saying here...a lot of people tend to take that as `guns are bad.' So we need to follow up to a program and say...`People can be bad, but guns are not

bad, but we need to learn how to use them....And here's how.' And, maybe that program needs to be a little bit more hands on, maybe we need to get something going with airguns and things like that....[W]e feel like if we don't follow up with something, then we stand a much greater risk of alienating them [kids]. If we tell them when they're really young...that `guns are dangerous, be careful with them,' and we never come back and tell them anything else...we could be shooting ourselves in the foot.

"If You Want to Soften up Firearms, What Better Way to Soften it Up?"

Poole's comments are not the isolated views of a talkative staffer. In March 1996 Jane Colbert, the NRA's assistant manager for the Eddie Eagle program, presented a workshop attended by an investigator from the Global Survival Network at the first annual Firearms Trade Expo (FTE) which took place in Atlantic City. The FTE is sponsored by the National Association of Federally Licensed Firearms Dealers, a trade association representing gun dealers. Like the S.H.O.T. Show, it is closed to the general public. During her presentation and in discussions afterward, Colbert outlined marketing strategies for getting the Eddie Eagle program into schools and day care centers. She advised that to sell the program pro-gun advocates should modify their usual approach:

> [W]hen you go in to talk about the program, you go in and you talk from a safety factor versus a Second Amendment [factor]....I was talking to someone recently who made the statement to me that when you go in to talk about the Eddie Eagle program or to sell it to a school system, that you have to take off, in a sense, your Second Amendment fight hat, and put on your safety hat to talk to the educators....
>
> [W]hen you are trying to work with us to get a program in a school in your community, and you've been involved in ILA [Institute for Legislative Action, the NRA's lobbying arm]...you make that shift, and it's almost like Marion [Hammer] says quite often when she talks about the [Eddie Eagle] program, it's like a Smokey the Bear shift....You don't play with matches, you don't play with guns. It's that simple, it's bad.

Colbert also acknowledged the benefits the program can offer to gun dealers:

> [W]hen it comes to will the [gun] dealer get some mileage out of it, I think they do, and it's mileage that the community gives them for being concerned about more than just taking a dollar out of the community....I don't know how much better mileage you could ask for....Hey, if you want to soften up firearms, what better way to soften it up?

"The Clean-Up Committee"

But Eddie Eagle doesn't merely "soften up" firearms, according to Colbert, but the NRA itself—especially after political battles over gun control. It is during these times that the Eddie Eagle program acts as "the clean-up committee." When the Global Survival Network investigator noted, "I think with all the criticism the NRA has gotten, especially with youth, gun violence in the cities, this is a pretty smart thing PR-wise," Colbert responded:

> Yes, it is....I always refer to us as the `clean-up committee.' ILA [Institute for Legislative Action, the NRA's lobbying arm] will go in and have a battle with someone over gun rights....Then they send...Eddie Eagle in to do some Eddie Eagle assemblies, or make an Eddie Eagle appearance, which softens everything....And we go in quite often. It quiets it [NRA criticism] down, because it shows that NRA is not just about guns.

Like her staff, Marion Hammer—at other industry events—has expressed confidence that the NRA's youth programs will boost interest in the shooting sports and benefit "our industry." The May/June 1996 issue of *Shooting Sports Retailer* magazine reported that Hammer attended a March 1996 shooting sports summit convened by the National Shooting Sports Foundation to analyze and plan the future of the hunting and recreational shooting sports industry. Hammer noted that the NRA's "nonpolitical programs" are the "real strength of the NRA," stating:

> We've got the programs...that can get young people interested in the shooting sports, and I think, to a great extent, all of us in the shooting sports want to accomplish the same thing. There is no single solution to the problems in *our* industry so we've got to have a multi-faceted approach, work together, share information, and coordinate efforts to protect gun rights. [emphasis added]

Section Three: "The Safest Thing is to Not Keep a Gun at Home"

Contrary to the claims of the National Rifle Association, public health research suggests that "gun safety" programs have little effect in reducing firearms death and injury. The American Academy of Pediatrics[9] Committee on Injury and Poison Prevention has concluded:

> Firearm safety programs directed at children are being promoted actively by some groups in some locales. There is no evidence that these programs are effective in reducing either gun handling or gun injuries. This may be because developmental characteristics of children and adolescents (e.g. impulsivity, poor judgment, active imagination) cannot be addressed effectively by such programs.

In an educational brochure for parents, "Keep Your Family Safe From Firearm Injury," the American Academy of Pediatrics recommends that "[b]ecause even the most well-behaved children are curious by nature and will eagerly explore their environment, the safest thing is to not keep a gun at home."

As with other behavior education approaches to safety, gun safety education programs have been met with skepticism. In the October 1994 issue of *Pediatrics*, public health researchers Judith Cohen Dolins, MPH and Katherine Kaufer Christoffel, MD, MPH, noted:

> Educational programs for both gun owners and children are supported by some gun proponents; they claim that such programs can reduce dangerous access, make children safe from the dangers of guns, and reduce unintentional injuries....Data showing that this strategy is effective are scanty, however. Although owner education may inform adults about proper handgun storage, it cannot guarantee the habitual behavior needed to keep a handgun out of reach of children. There is no evidence that safety lessons are retained by children at the critical times when they confront a loaded weapon. Indeed, the combination of the high stakes involved, death or disability, and the propensity of children to forget rules while playing or upset makes this a dubious approach at best. Because children cannot be made `gun safe,' their environments must be made safe by removing the most dangerous guns.

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[9] The American Academy of Pediatrics "and its member pediatricians dedicate their efforts and resources to the health, safety and well-being of infants, children, adolescents and young adults. The Academy has 53,000 members in the United States, Canada, and Latin America."

"Gun Safety" Victims

In early December 1995, 13-year-old Joey Skinner was shot by his 15-year-old friend when the older boy found a 25 caliber pistol he thought was unloaded. The gun went off and hit Joey in the head, killing him. According to the *St. Petersburg Times*, Joey had attended a gun safety course at his junior high in Tampa, Florida several weeks earlier.

According to the *Cedar Creek Pilot* in Seven Points, Texas in January 1996 Robert Arther accidentally shot himself in the leg with a 32 caliber pistol while explaining gun safety to his son.

Nine-year-old Alicia Fuller died in early February 1996 after being accidentally shot with a 22 caliber rifle by her twin brother. The Gold Hill, Oregon shooting took place as the boy was showing his sister the correct way to carry the rifle in the woods. An article in the Medford, Oregon *Mail Tribune* noted, "The boy—who had had some gun safety instruction—told authorities he knew he wasn't supposed to touch the rifle when his parents were not home."

In Lexington, Virginia James Thorp, a firearms safety instructor, accidentally killed 10-year-old John Pickral when the pistol Thorp was putting away unexpectedly discharged. The *Richmond Times Dispatch* reported that Thorp had previously taught the 10-year-old gun safety. The April 1996 shooting occurred in front of the boy's mother.

In May 1996 a 10-year-old girl from Rexburg, Idaho survived a shot to the chest from a .44 magnum revolver fired by her 12-year-old brother in their home. Ann Clark and her brother John were playing with several guns in a basement bedroom at their home. Dan Clark, the older brother of the two children involved in the shooting, said his little brother had just learned about gun safety and had gone shooting with his Scout troop the week before.

Rather than recognizing the inherent danger firearms in the home pose to children, and the often irresponsible firearms storage behavior of adults, the NRA's Eddie Eagle program places the onus of safety and responsibility on the children themselves. The September 1997 issue of the NRA's *Eagle Eye* newsletter printed a letter from Chuck Esposito. The NRA-certified firearms instructor detailed how on a recent vacation he left a loaded pistol with a round in the chamber beside his bed. The handgun was later found by his seven-year-old grandson. While Esposito admitted, "Grandpa had done a naughty thing by leaving the pistol unattended and accessible to the children," he also praised himself, noting,"I was also responsible for gun-proofing the child who prevented my carelessness from becoming a tragedy."[1]

The firearms industry, however, is the only manufacturer of a consumer product virtually exempt from health and safety regulation.

Educators critical of the Eddie Eagle program note that it shows a lack of knowledge of how children learn to make complex decisions. As Sue Bredekamp, director of professional development for the National Association for the Education of Young Children and an expert in early childhood education, told the *Herald-Tribune* in December 1988, "To pretend even for one minute that it is OK for an adult to leave a gun around and that a child can be taught to come get you is just reprehensible." In addition, as illustrated by the incidents on the opposite page, anecdotal evidence reveals that gun "safety" programs—for adults or children—do not ensure safe gun handling. In unintentional shootings involving children who have taken gun safety courses, the shooters are often showing off firearms to friends—in some cases, demonstrating what they learned in safety classes.

Empirical research supports this theory. An August 1996 study in the *Journal of Developmental and Behavioral Pediatrics* studied preschool children's behavior before and after a firearms safety intervention program. Results from the study indicated that the intervention was ineffective in modifying the behavior of the children. The researchers concluded:

> Many parents of young children believe that merely telling their children to stay away from guns is sufficient to prevent gun injury. However, the present study demonstrated that this strategy is not sufficient, even when warnings are backed up by a law enforcement officer....Although children with accessibility to firearms were better able to tell the difference between real and toy guns, this knowledge did not inhibit them from playing with real guns. Children whose parents reported gun ownership but stated that their children were

[1] For the full text of the letter please see Appendix Six.

unaware of this fact were significantly more likely to report that they did *indeed* know where their parent's gun was and that it was accessible....In fact, in the present study, 19% of children whose parents owned a firearm had played with the gun without their parents' knowledge, a factor that contributed to both gun play and aggressive behavior with their peers. This finding in particular is alarming and suggests that parents' belief about their children's naivete is faulty. Apparently, far more children are playing dangerously with firearms than their parents and the general public realizes. Only when the gun fires accidentally do we hear about it.[23]

And, since gun safety courses like the NRA's Eddie Eagle never address the consequences of mishandling firearms, it is not uncommon for children who have taken such courses to be shocked when faced with the physical trauma of a gunshot wound.

In March 1997 the VPC released the report *Kids Shooting Kids: Stories from Across the Nation of Unintentional Shootings Among Children and Youth.*[*] Included in the report were unintentional shooting incidents in which both the shooter and victim were age 17 or younger. Intentional (suicide) and unintentional self-inflicted gunshot wounds were not included. Incidents were reported in 40 states and included both fatal and nonfatal shootings. The actual news clips from each state comprised the bulk of the report. News clips contained in the report included: 97 incidents in which a child or teenager was unintentionally killed by another child or teen; 125 incidents in which a child or teenager was unintentionally injured by a shot fired by another child or teen. In addition to the overall numbers obtained from the clip survey, discernable patterns began to emerge from the news clips of children and youth shooting one another:

- A number of incidents involved siblings.
- A number of incidents involved very young children shooting one another.
- A number of incidents involved firearms belonging to parents or grandparents.

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[*] Beginning in the fall of 1995 the Violence Policy Center undertook a project designed to put a face on the numbers representing children and youth killed and injured in unintentional shootings. From October 1995 to June 1996 the VPC used a national clipping service to collect news clips from daily and weekly newspapers of reported incidents of unintentional shootings involving children and youth. In reviewing the news clips, the most striking and disturbing trend was the large number of incidents in which children and teens unintentionally shot other children and teens. *Kids Shooting Kids* focused on these incidents.

- In a number of incidents children removed the gun they used from a locked gun cabinet or safe.

- In a number of incidents children were not aware that the firearm was loaded.

Kids Shooting Kids revealed that the inclusion of simple safety devices on many firearms would have a far greater effect than "gun safety" programs. The firearms industry, however, is the only manufacturer of a consumer product virtually exempt from health and safety regulation. As a result, gun manufacturers routinely do not include simple safety devices that could prevent some unintentional shootings. In addition, the industry actively promotes gun ownership and usage among women and youth—which can only increase children and teens' exposure to firearms. Ideally, firearm manufacturers should be subject to the same health and safety standards that currently apply to manufacturers of other consumer products such as toasters, toy guns, and motor vehicles. Comprehensive safety regulation is the only way to ensure that all manufacturers include such proven safety devices as:

- Load indicators, which alert a user that the gun's chamber contains a bullet. This device addresses the "I didn't know it was loaded" hazard.

- Magazine disconnect devices, which prevent a gun from firing once the ammunition magazine has been removed, even when a bullet remains in the chamber.

- Minimum trigger-pull standards, which help prevent very young children from being able to pull a gun's trigger.

- Positive, manual safety devices, which are designed to ensure that firearms will not discharge unintentionally when dropped or bumped.

In order to be effective, requirements for such safety devices must be combined with an effective and vigilant enforcement authority. At the federal level the most efficient way to implement such oversight would be to vest the Department of the Treasury with basic health and safety authority over firearm manufacture and distribution. A 1996 national survey conducted by the National Opinion Research Center revealed that 74 percent of the American public favors "government safety regulations for the design of guns." At the state level, one approach would be to vest state attorneys general with such authority.

No safety device or technology, however, can render a firearm "safe." All firearms, and handguns in particular, are inherently dangerous products. The risks presented by guns can be reduced, but not eliminated. Handguns are responsible for

the vast majority of firearms death and injury. No combination of safety devices can adequately reduce the risks associated with this category of firearm. The most effective approach to reducing death and injury would be to ban the sale and possession of handguns. Short of this, the most effective preventative measure to protect children from the risk of firearms-related death and injury, however, is to keep homes gun-free.

Appendix One: The History of Eddie Eagle

NRA President Marion Hammer launched the Eddie Eagle program in her home state of Florida in 1988 in an effort to kill child access prevention (CAP) legislation being considered by the state assembly that year. The impetus for the CAP law was a series of unintentional shootings involving children. Such legislation subjects adults to criminal penalties if they fail to store their firearm in a manner reasonably designed to prevent access by children and death or injury results. Hammer, as head of the NRA-funded[1] pro-gun Unified Sportsmen of Florida, led the fight against the measure, claiming that attempting to modify the behavior of children was a better approach than holding adults responsible for unsafe firearm storage practices. Although Hammer failed to stop the bill, she succeeded in having it amended to require the Florida Department of Education to develop guidelines for a gun awareness program for municipal school districts by March 1989. In July 1988 then-Governor Bob Martinez signed the CAP legislation into law.

A public battle between the National Rifle Association and gun control advocates over what form the "gun awareness program" would take immediately ensued. Throughout the year, Hammer had attempted to have the newly minted Eddie Eagle materials introduced in Florida. The battle became heated when, after the bill's passage, Hammer attempted to introduce the program into the Dade County school system.

Hammer's initial attempts were met with opposition. In a December 1988 *Sarasota Herald Tribune* article, William Harris, then-supervisor for safety in the Dade County school system, said the NRA program was not supported by the district's school administrators. Said Harris, "We don't believe in a message, for instance, that [says] a gun is OK as long as you have a parent around."

In addition to promoting Eddie Eagle for elementary school children that year in Florida, the NRA was simultaneously advocating on-campus, after-school target practice classes that would teach junior and high school students how to shoot rifles, shotguns, and handguns. Commenting on the NRA's actions, then-Florida Education Commissioner Betty Castor criticized the organization, noting,"I just don't think schools are an appropriate place for that."[24]

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[1] At the NRA's 1997 annual meeting in Seattle, Washington a faction attempting to oust NRA Executive Vice President Wayne LaPierre revealed that the Unified Sportsmen of Florida receives an annual grant of $130,000 from the NRA.

The Dade County school board eventually rejected the Eddie Eagle materials and approved funding for a gun violence prevention program designed by the Center to Prevent Handgun Violence (CPHV).[u] Soon after, however, Hammer was successful in securing a county mandate to have Eddie Eagle taught alongside the CPHV program in Dade County public schools.

And while the NRA was eventually successful in Dade County, other cities were less receptive to the organization's overtures that year. In the fall of 1988 the NRA urged adoption of the Eddie Eagle program in Chicago schools after an 11-year-old girl was accidently injured by a revolver her playmates had found in a schoolyard bush. The idea was widely criticized by educators and law enforcement officials. As Chicago Police Department Deputy Superintendent Joseph DiLeonardi told the *Chicago Tribune*, "We will not sit back and see this garbage given to our children. This will not be tolerated and condoned by the Chicago Police Department....It's sickening to inject this type of garbage into the minds of our youngsters. It's a disgrace."[25]

Since 1993 Alaska, Florida, Georgia, Idaho, Nevada, Oregon, Texas, Washington, and West Virginia have passed resolutions endorsing use of the Eddie Eagle program in public schools.

"A Political Tool"

In the 10 years since Eddie Eagle's inception, the NRA has modified its strategy of how to place the program in public schools. While the NRA has continued to promote the Eddie Eagle program on the local school board level, the organization has focused its efforts where its political clout is greatest: state legislatures. Nationwide the NRA has lobbied for state resolutions endorsing the program for use in public schools or mandates requiring it. Since 1993 Alaska, Florida, Georgia, Idaho, Nevada, Oregon, Texas, Washington, and West Virginia have passed resolutions endorsing use of the Eddie Eagle program in public schools.[v] All of the measures list the Eddie Eagle

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[u] The Center to Prevent Handgun Violence (CPHV) is the 501(c)(3) public education arm of Handgun Control, Inc. The Center describes itself as "the education, legal advocacy, research and entertainment outreach" affiliate of Handgun Control, Inc. (HCI). CPHV's 1994 revenue totaled nearly $2.8 million.

[v] Massachusetts, Oklahoma, and Vermont have endorsed Eddie Eagle through proclamations, and Utah has endorsed Eddie Eagle through a declaration. These endorsements designate the state to devote a period of time—from one day to an entire month—for gun safety awareness. For copies of the resolutions please see Appendix Five.

program and the National Rifle Association by name.[w] And in 1995 North Carolina legislators passed a law mandating that the program be taught in elementary schools in the state.

And just as Marion Hammer attempted to do in 1988 in Florida, the National Rifle Association continues to use Eddie Eagle as a tool in its efforts to derail the passage of child access prevention (CAP) and mandatory trigger lock laws—on both the state and federal levels. For example, in February 1997 in the Indiana General Assembly, the organization was successful in killing a child access prevention law with an amendment replacing the original bill with a mandate calling for a statewide Eddie Eagle program. The synopsis of the original bill stated that it would make it:

> a Class A infraction for an adult to knowingly, intentionally, recklessly, or negligently store or leave a loaded handgun or an unloaded handgun that is accompanied by ammunition in a location where the adult knows or should reasonably know that an unsupervised child is likely to gain access to the handgun if: (1) a child gains access to the handgun; and (2) the child violates the law concerning carrying a handgun without a license or uses the handgun to cause bodily injury to the child or to another person.

Before floor debate on the original bill could begin, an NRA-backed amendment was approved without debate. The NRA-backed amendment:

> recognize[d] the many excellent accomplishments of the Eddie Eagle program; and...in view of the great need for the lessons that are taught, encourage[d] the use of the Eddie Eagle Gun Safety Program and other National Rifle Association firearm safety education programs in the Indiana school system to help prevent firearm accidents among children.

As a result of the NRA amendment, the CAP bill died. According to Amy Friedman, a member of the Indianapolis SAFE KIDS Coalition and a supporter of the

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[w] The Proclamation for the state of Oklahoma states that "this [gun safety] education is the key to safety and that Eddie Eagle is a vital life saving message." The Texas resolution states that "participating children receive certificates of merit and stickers and posters of Eddie Eagle, the program's lovable feathered mascot, in addition to invaluable training that could save a life." The Georgia House of Representatives resolution tells members of the state Assembly to "encourage the promotion of the National Rifle Association's Eddie Eagle Gun Safety Program to help prevent firearms related accidents and commend the National Rifle Association for its diligence and service in developing this program and making it available for use in our communities."

original bill:

> The Eddie Eagle amendment was used as a political tool to prevent debate of the CAP bill from occurring in the Indiana House of Representatives. The original CAP bill would have placed the responsibility for safe storage of handguns on the adult owner. The NRA-backed amendment relieved the owner of the obligation to properly store handguns and instead mandated Eddie Eagle classes for Indiana schoolchildren. By recommending gun safety classes for children instead of requiring safe storage of handguns, the burden of safety was inappropriately placed on the children themselves.

Three months later, the NRA once again enlisted Eddie Eagle in an attempt to kill child safety legislation, this time in the U.S. Congress. In May 1997 the NRA placed full-page ads in two publications influential on Capitol Hill, *Roll Call* and *CQ Monitor*. The ads attacked legislation that would require that all handguns sold by gun dealers be sold with trigger locks. The full-page ads were timed to coincide with expected committee action on the trigger lock proposal. The ads featured Eddie Eagle, "the Mascot of the NRA's award-winning child safety program, which received the National Safety Council's Silver Award of Merit in 1995." It warned that "trigger locks can be quite dangerous" and attacked proposed laws such as the trigger lock bill as "'one-size-fits-all' government mandates." The answer, the ad stated, was in "education and training" programs like Eddie Eagle.

The NRA's citation of the National Safety Council award garnered a quick rebuke from that organization, which had previously written to the NRA and requested that it stop using the award as an endorsement. In a May 30, 1997 letter to Marion Hammer, National Safety Council President Gerard F. Scannell wrote:

> It has come to the attention of the National Safety Council that, inappropriately and without authorization, your organization has cited an award by the Council's Youth Activities Division for your Eddie Eagle Gun Safety Program in connection with your lobbying efforts against a bill to require trigger lock safety devices on guns. Be advised that the National Safety Council emphatically believes that public education alone is not a sufficient means to address the incidence of death and injury from firearms....We therefore request that the National Rifle Association immediately cease making reference to the National Safety Council or our youth safety award to the Eddie Eagle program in your promotional or lobbying efforts.

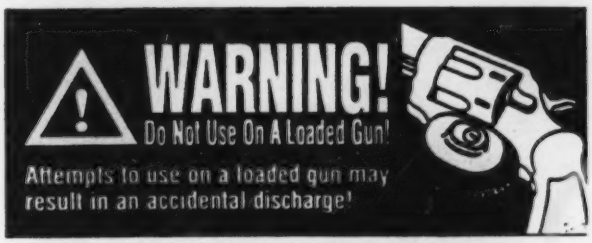
Research by the Violence Policy Center reveals that the National Safety Council is not the only organization that has found its name being inappropriately used by the NRA in its promotional or lobbying efforts involving Eddie Eagle. Recognizing the concern that many have regarding the motives behind an NRA-designed "gun safety"

What Bill Clinton Doesn't Know About Safety Could End Up Costing Lives.

Unintended Consequences

Bill Clinton knows plenty about proposing laws. But he apparently doesn't understand the law of unintended consequences. And he certainly doesn't know much about firearm safety.

The president is urging Congress to mandate the sale of trigger locks with firearms under the guise of "child safety." But one brief glance at the package of this trigger lock would tell him more than he apparently knows — that trigger locks can be quite dangerous.

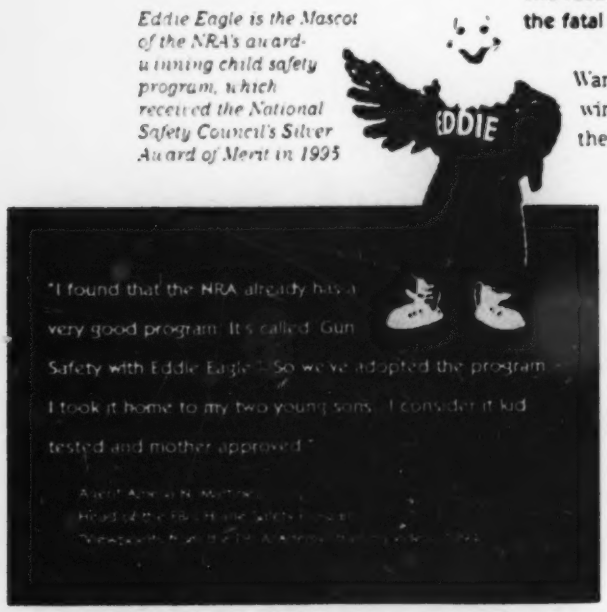


The package of this trigger lock explains how dangerous the device can be when used on a loaded firearm.

If Trigger Locks Aren't the Answer, What Is?

Education and training. A commitment to safety training is nothing new for the NRA. We've spent $100 million in the last eight years alone teaching Americans firearms safety.

Eddie Eagle is the Mascot of the NRA's award-winning child safety program, which received the National Safety Council's Silver Award of Merit in 1995


EDDIE
"I found that the NRA already has a very good program. It's called 'Gun Safety with Eddie Eagle.' So we've adopted the program. I took it home to my two young sons. I consider it kid tested and mother approved."

The results are clear. According to the National Safety Council, the fatal firearms accident rate is at an all-time low.*

Want more proof? The FBI has turned to the NRA's award-winning "Eddie Eagle" child safety program to protect their own families.

Let's stop playing politics with gun safety. Common sense tells us that "one-size-fits-all" government mandates are not the right answer for America's 65 million law-abiding gun owners. Know the facts...and help keep Bill Clinton's trigger lock mandate from costing innocent lives.

The NRA — People Achieving Safety

Paid for by the NRA's Institute for Legislative Action

* According to the National Safety Council. Total fatalities in private passenger vehicles in 1995 (latest available data) represent a 54% decrease from all-time high in 1972. See Accident Facts, a publication of the National Safety Council.

program, the NRA has attempted to use the good reputation of other organizations in its attempts to attain credibility for the Eddie Eagle program. For a detailed discussion of how the NRA has misled the public and policymakers by citing bogus endorsements from various organizations, please see Appendix Two.

Appendix Two: False Claims of Endorsement Made by the NRA

The National Rifle Association recognizes the level of distrust surrounding any program related to it involving children and guns. As a result, it has attempted to use the credibility of other organizations in its promotional efforts.

Both the NRA and Marion Hammer have received awards for the Eddie Eagle program. The promotional portfolio designed to aid NRA volunteers in convincing local schools to adopt the Eddie Eagle program contains copies of state resolutions, award certificates, and supposed letters of endorsement from organizations and individuals.

Research by the Violence Policy Center reveals, however, that the NRA has misrepresented the nature of many of these materials: implying endorsement where none exists, mischaracterizing the nature of an award, or failing to acknowledge the organization's role in facilitating an award.

National Safety Council

In October 1993 the National Safety Council (NSC) gave Marion Hammer a Citation for Outstanding Service through its Community Service Division. The NRA's leadership and the Eddie Eagle department have subsequently presented this award as an endorsement of the program by the NSC in articles, speeches, Eddie Eagle literature, and state resolutions. Yet contrary to the impression left by the NRA's material, *according to the National Safety Council, the NSC has never evaluated the Eddie Eagle program, nor has it ever officially endorsed the NRA or its Eddie Eagle program.* Also left unstated in the NRA's promotional materials is that its members were instrumental in nominating Hammer for the 1993 NSC award and that one of the judges for the award actually listed his organizational affiliation as the NRA itself. Hammer was nominated for the award by Gerard J. Kennedy, an NSC board member and NRA member. One of the three judges who granted the award was James M. Vinopal, who, in the brochure for the awards program, listed his affiliated organization as the National Rifle Association.*

Recently, the NSC has taken a more active role in working to curb the NRA's use of its awards to promote Eddie Eagle. In July 1996 the NSC's Youth Activities Division granted the Eddie Eagle program its Award of Merit. The award is granted to any organization that meets the application form's set criteria. It is not a competitive process. In the same year that the NRA received its award, 105 other programs also

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* For a copy of the brochure please see Appendix Six.

received it. When the public relations department at NSC was notified that the NRA was touting the award on its web site as yet another alleged endorsement, the NSC quickly responded with a letter.[y] Dick Tippie, executive director of member services at the NSC, sent a letter to the director of the Eddie Eagle program, Kathleen Cassidy, in which he stressed:

> Because we [NSC] do not go out into the field and evaluate the programs, the National Safety Council does not take a stance on the effectiveness of those programs receiving awards. Therefore, use of the awards as an official endorsement in promotional materials and to garner state resolutions is inappropriate.

And as noted earlier in Appendix One, in May 1997 the NRA placed full-page ads attacking proposed legislation that would require that all handguns sold by gun dealers be sold with trigger locks. The full-page ads featured Eddie Eagle, "the Mascot of the NRA's award-winning child safety program, which received the National Safety Council's Silver Award of Merit in 1995." The answer, the ad stated, was in "education and training" programs like Eddie Eagle. The NRA's citation of the National Safety Council award garnered a quick rebuke from the organization. In a May 30, 1997 letter[z] to Marion Hammer, National Safety Council President Gerard F. Scannell wrote:

> It has come to the attention of the National Safety Council that, inappropriately and without authorization, your organization has cited an award by the Council's Youth Activities Division for your Eddie Eagle Gun Safety Program in connection with your lobbying efforts against a bill to require trigger lock safety devices on guns.
>
> Be advised that the National Safety Council emphatically believes that public education alone is not a sufficient means to address the incidence of death and injury from firearms....We therefore request that the National Rifle Association immediately cease making reference to the National Safety Council or our youth safety award to the Eddie Eagle program in your promotional or lobbying efforts.

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[y] For a copy of the letter please see Appendix Six.

[z] For a copy of the letter please see Appendix Six.

D.A.R.E. (Drug Abuse Resistance Education)

The NRA endorsement packet for the Eddie Eagle program and its newsletter, *The Eagle Eye,* both include an alleged "endorsement" of Eddie Eagle from the federally funded D.A.R.E. (Drug Abuse Resistance Education) program. The NRA encourages D.A.R.E. officers to teach the program as a modified part of the anti-drug curriculum. The Winter 1996 issue of *The Eagle Eye*, features an interview with Pat Seifert, Eddie Eagle volunteer, who shared her ideas about how she succeeded in getting the program into individual schools: "I had the most luck with D.A.R.E. (Drug Awareness & Resistance Education) officers. In Akron, I was able to provide training for all the city's D.A.R.E. officers in 1993. The D.A.R.E. officers now include The Eddie Eagle Program in all their schools." In a July 10, 1996 phone conversation with Jane Colbert, assistant manager of the Eddie Eagle Division, Colbert revealed that "many D.A.R.E. officers around the country do Eddie Eagle in conjunction with the D.A.R.E. curriculum." She stated that the Eddie Eagle program can be easily modified to fit within the D.A.R.E. anti-drug program. Yet, in a May 2, 1996 letter[aa] to the Violence Policy Center, Patrick Froehle, deputy director of D.A.R.E. America and a former captain with the Los Angeles Police Department, responded to the NRA's use of the D.A.R.E. name to promote the Eddie Eagle program:

> The issue of gun safety is not specifically addressed in the [D.A.R.E.] curriculum and D.A.R.E. America does not endorse any weapons issue organizations, regardless of their position on gun control or gun safety. Specifically, the Eddie Eagle Gun Safety Program is not an authorized component of the D.A.R.E. curriculum or program.

Brotherhood Crusade of the Black United Fund, Inc.

The NRA endorsement packet also includes an alleged "endorsement" letter from the Brotherhood Crusade of the Black United Fund, Inc. A May 1996 letter from Vice President of Fundraising Leo Gray to the NRA, however, notes, "The Brotherhood Crusade is not a political organization that engages in the rights of gun owners....We ask that you please refrain from using our letter for political purposes or in any way [that] could be viewed as political."[bb]

[aa] For a copy of the letter please see Appendix Six.

[bb] For a copy of the letter please see Appendix Six.

Appendix Three: The Controversial Views of NRA Research Coordinator Paul Blackman on Kids and Guns

The National Rifle Association argues that guns and their inherent lethality are not the issue, but rather the behavior of children (or their parents) when they are around firearms—essentially *guns don't kill, kids do*. Eddie Eagle materials present firearms as an inevitable part of a child's experience, stating: "Even if no one in your family owns a gun, chances are that someone you know does." Children's exposure to firearms is encouraged as long as adults are around. The parents' brochure discusses when children can advance from Eddie Eagle to actual gun handling and use. The section "Where to Get Training" suggests:

> The time may come when you or your family members want to learn how to handle and shoot a gun safely. In the case of a child, his or her attitude, learning ability, and physical and emotional maturity are some of the factors to be weighed before allowing formal instruction to begin. When a parent decides a young person is ready, many training opportunities are available. Providing instruction in the safe handling, use, and storage of firearms is one of the NRA's most important functions.

As schools struggle to choose conflict-resolution and violence-reduction programs in the face of increasing firearms death and injury among youth, the NRA has tried to reframe the problem of kids and guns to suit its own political, programmatic, and marketing agendas. Eddie Eagle attempts to define the problem of kids and guns as being solely one of reducing unintentional firearms death among children. The most common aspects of gun death and injury among youth—homicide and suicide—are ignored. To an organization that consistently blames the victim by characterizing young homicide victims as criminals, gang members, or members of the drug trade, such an approach is not surprising. In its publications and public statements, the NRA dismisses the increasing number of allegedly "bad" kids who die in homicides and suicides, while focusing its attention on the supposedly "good" kids who die from unintentional injuries.

Based on the writings of NRA Research Coordinator Paul Blackman, the organization's dismissal and derision of young homicide victims (who are disproportionately African-American) is not surprising and is disturbingly predictable. In his 1994 paper, *The Federal Factoid Factory on Firearms and Violence: A Review of CDC [Centers for Disease Control and Prevention] Research and Politics*, Blackman writes:

> The...facts...belie the notion that the average victim of gun shot wounds is just an ordinary person, that we are all victims. The victims are largely unsavory persons; some are just poor; many are just unsavory. Again, this lends support to the proposition that victims of violence are frequently not innocent bystanders but are involved in lives of violence.

In the paper, Blackman dismisses public health researchers who have decried the $20-billion-a-year medical and lost-productivity costs due to firearms violence and argues that since young homicide victims are "frequently criminals themselves and/or drug addicts or users" their deaths offer "net gains" to society:

> While the $1.4 billion figure [for direct medical costs] may have been carefully calculated, the estimate of $17.4 billion—most of the remainder of the $20 billion—is for lost productivity of those killed. It is the figure which leads [Dr. James] Mercy [of the federal Centers for Disease Control] to assert that gun shot fatalities are the costliest of premature deaths to society. The reason Mercy finds them costliest is that the victims of gunshot fatalities are, on the average, younger than victims of most other injury fatalities, and thus in theory have more years of productive life lost. The flaw in the assumption regarding the costs to society is that the presumption is that persons killed with guns would, absent the gunshot wound, have led productive working-class lives. In fact, studies of homicide victims—especially the increasing number of younger ones—suggest they are frequently criminals themselves and/or drug addicts or users. It is quite possible that their deaths, in terms of economic consequences to society, are net gains. Society is freed from costs of $20,000 per year for imprisonment, and of the costs criminals impose on society, which, among the most active of criminals, has been estimated at upwards of $400,000 per year....A failure to understand who is dying of gunshot wounds, and what they would have done had they not died, makes the `lost productivity' costs nonsensical.[26]

A July 1996 article in the *Washington Post* headlined "Race Key Factor in Homicide, Researcher Asserts," detailed Blackman's thinking on race and crime, and noted, "In an effort to rebut research linking rising homicide rates to wider availability of firearms, a top National Rifle Association researcher has said that such analysis is flawed because it often ignores the `significant' role race plays in murder." The article quotes Blackman as asserting, "Textbook epidemiology notes that despite the controversy of studying disease by race, differences in frequency and severity among racial groups may be too great to ignore."[27]

In a 1994 paper called, *Children and Guns*, Blackman explained why racial differences between NRA members and "inner city" residents limit the NRA's lobbying on issues related to "adolescent misuse of firearms"—

[T]he NRA is composed primarily of non-big-city middle-class white males, whose children are not having problems with the misuse of firearms. NRA members will contribute to the NRA, and will personally contact politicians, more effectively when they are personally threatened by something happening in society, or by legislative efforts to address a problem. They cannot be counted on any more than any other non-big-city middle-class whites to actively lobby to rebuild the inner cities. And, having collected funds for lobbying and electioneering on issues directly affecting the right to keep and bear arms, it would be improper, if not unlawful, for the lobbying arm of the NRA to expend massive efforts lobbying on other matters. Further, even if the NRA attempted fully to address the problems of the inner city, it would no more be welcomed unhesitatingly and unsuspiciously than would any other proposed interference by people who do not look as if they belong in the inner city; NRA activities, however well intended, would be perceived as meddling.[28]

Appendix Four: 1994 and 1995 Eddie Eagle Grants Made by The NRA Foundation

1994 Eddie Eagle Program Grant Awards

State/Region	Applicant	Grant Amount ($)
California	NRA Eddie Eagle Program	4,600.00
Maryland	NRA Eddie Eagle Program	800.00
Michigan	NRA Eddie Eagle Program	3,000.00
Texas	NRA Eddie Eagle Program	5,383.00
Virginia	NRA Eddie Eagle Program	2,000.00
Virginia	NRA Eddie Eagle Elementary Gun Safety Program [Direct Grant to NRA National Headquarters]	675,000.00
Total		**690,783.00**

Source: The NRA Foundation 1994 IRS Form 990. Applicant grant titles appear as cited in document.

1995 Eddie Eagle Program Grant Awards

State/Region	Applicant	Grant Amount ($)
Arizona	NRA Eddie Eagle Program	5,000.00
Arkansas	NRA Eddie Eagle Program	5,000.00
Southern California	NRA Eddie Eagle Gun Safety Program	1,000.00
Colorado	NRA Eddie Eagle Gun Safety Program	2,500.00
Idaho	NRA Eddie Eagle Program	1,000.00
Illinois	Eddie Eagle Gun Safety Program—Illinois	5,000.00
Maryland	NRA Eddie Eagle Program	2,040.00
Michigan	NRA Eddie Eagle Gun Safety Program—Copper County	200.00
Michigan	NRA Eddie Eagle Gun Safety Program—Michigan	3,500.00
Missouri	NRA Eddie Eagle Program	5,000.00
Montana	NRA Eddie Eagle Program	2,000.00
New Jersey	NRA Eddie Eagle Program	2,500.00
New York	NRA Eddie Eagle Program	1,500.00
Ohio	NRA Eddie Eagle Division	1,500.00
Ohio	NRA Eddie Eagle Program	750.00
Oklahoma	NRA Eddie Eagle Program	5,000.00
Oregon	NRA Eddie Eagle Gun Safety Program	1,000.00
Pennsylvania	NRA Eddie Eagle Program	4,000.00

1995 Eddie Eagle Program Grant Awards		
Southern Texas	NRA Eddie Eagle Program	10,000.00
Virginia	NRA Eddie Eagle Program	1,500.00
Virginia	NRA Eddie Eagle	1,000.00
Virginia	NRA Eddie Eagle [Direct Grant to NRA National Headquarters]	525,000.00
Virginia	NRA—Eddie Eagle	1,520.00
Virginia	NRA—Junior Program—Eddie Eagle	282.92
Wyoming	NRA Eddie Eagle Gun Safety Program	1,984.00
Total		**589,776.92**

Source: The NRA Foundation 1995 IRS Form 990. Applicant grant titles appear as cited in document.

Appendix Five: Eddie Eagle Resolutions

Alaska

HOUSE CONCURRENT RESOLUTION NO. 27

IN THE LEGISLATURE OF THE STATE OF ALASKA

EIGHTEENTH LEGISLATURE - SECOND SESSION

BY REPRESENTATIVE BUNDE

Introduced: 1/18/94
Referred: State Affairs

A RESOLUTION

Relating to support for the National Rifle Association's gun safety program for children.

BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

WHEREAS our children regularly face situations in the home, and in other children's homes, that could place them in potential danger if they are ignorant of the hazards; and

WHEREAS these hazards are many and serious, including unsupervised swimming pools, power tools, household chemicals, and electrical appliances; and

WHEREAS parents and educators across the country realize that children should be taught responsible ways to deal with potentially hazardous household objects and situations; and

WHEREAS education programs for our children on these common hazards should be available in schools and, in fact, programs such as bicycle safety, fire safety, and traffic safety are already integrated into the curriculum of many schools; and

WHEREAS 70,000,000 law-abiding Americans own and keep firearms in their homes, and unsupervised children may encounter these firearms; and

WHEREAS the National Rifle Association (NRA) has developed the innovative and

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straightforward NRA gun safety program that leaves children with this simple message: "If you see a gun, leave it alone, don't touch it, tell an adult."; and

WHEREAS the NRA is recognized widely as the authority in teaching gun safety and marksmanship, having trained millions of Americans through training and marksmanship courses, Police Athletic Leagues, gun clubs, scout troops, 4-H programs, and American Legion posts for more than a century; and

WHEREAS the NRA Eddie Eagle Gun Safety Program was developed by educators to present a balanced, factual message and neither encourages nor discourages gun ownership; and

WHEREAS the NRA Eddie Eagle Gun Safety Program has been endorsed by educators and law enforcement officers; and

WHEREAS teachers and police departments in 42 states already have implemented the gun safety program in some elementary schools;

BE IT RESOLVED that the Alaska State Legislature endorses the NRA Eddie Eagle Gun Safety Program and recommends that state and local education officials implement this worthwhile program in the schools as soon as possible.

COPIES of this resolution shall be sent to the Honorable Jerry Covey, commissioner of education; the Honorable Richard L. Burton, commissioner of public safety; and to the superintendent of each school system in the state.

Florida

Florida Senate
Resolution

By Senator Grant

A resolution recognizing the success and recommending the usefulness of the Eddie Eagle Gun Safety Education Program of the National Rifle Association.

WHEREAS, the Eddie Eagle Program of the National Rifle Association is currently employed in 59 of 67 counties in this state, and 4.5 million children have participated in the program, and

WHEREAS, the Eddie Eagle Program was awarded the 1993 Public Service Award of the National Safety Council, and

WHEREAS, the lifesaving message that is offered by the program is: "If you see a gun, stop. Don't touch. Leave the area. Call an adult," NOW, THEREFORE,

Be It Resolved by the Senate of the State of Florida:

That the Eddie Eagle Gun Safety Education Program of the National Rifle Association be recognized for its success.

BE IT FURTHER RESOLVED that each of the eight counties of this state that are not currently offering the program be encouraged to provide an Eddie Eagle Gun Safety Education Program in that county.

This is a true and correct copy of Senate Resolution No. 3008, adopted by the Florida Senate on March 30, 1994.

Pat Thomas
President of the Senate

ATTEST:

Joe Brown
Secretary of the Senate

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Georgia

Georgia Senate
Resolution

Encouraging school systems in Georgia to adopt the Eddie Eagle Elementary Gun Safety Education Program of the National Rifle Association with a view to preventing accidental firearm related injuries to children; and for other purposes.

Whereas, teaching children to act safely around firearms is a critical step in the effort to reduce the number of firearm related accidents among children; and

Whereas, the Eddie Eagle Elementary Gun Safety Education Program teaches the fundamentals of firearms safety to children in an effective and enjoyable way, communicating to them the lifesaving message offered by the program: "If you see a gun: STOP! DON'T TOUCH. LEAVE THE AREA. TELL AN ADULT."; and

Whereas, the program is a nationally recognized firearms safety program that has reached more than 6 million children since 1988; and

Whereas, the program was awarded the 1993 Outstanding Community Service Award of the National Safety Council; and

Whereas, the Senate would like to encourage civic activism and volunteerism rather than impose new unfunded state mandates on local governments.

Now, Therefore, Be It Resolved By The Senate that the members of this body encourage civic and community service organizations which are concerned about the safety and well-being of the children of our state to help provide funding for the Eddie Eagle Elementary Gun Safety Education Program at the local level; and

Be It Further Resolved that the Senate encourages the State Department of Education to promote the use of the Eddie Eagle Elementary Gun Safety Education Program in our schools to help prevent firearm related accidents among children; and

Be It Further Resolved that the Senate commends the national sponsor for its diligence and service in developing the Eddie Eagle Elementary Gun Safety Education Program and making it available for use in our communities.

Be It Further Resolved that the Secretary of the Senate is authorized and directed to transmit an appropriate copy of this resolution to the Department of Education.

By: Senators Marable of the 52nd, Dean of the 31st, Ray of the 19th and others on February 9, 1995.

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Idaho

LEGISLATURE OF THE STATE OF IDAHO

Fifty-third Legislature — Second Regular Session - 1996

IN THE HOUSE OF REPRESENTATIVES
HOUSE CONCURRENT RESOLUTION NO. 41
BY EDUCATION COMMITTEE

A CONCURRENT RESOLUTION
STATING FINDINGS OF THE LEGISLATURE CONCERNING THE EFFECTIVENESS OF THE EDDIE EAGLE GUN SAFETY PROGRAM OF THE NATIONAL RIFLE ASSOCIATION AND OTHER FIREARM SAFETY EDUCATION PROGRAMS AND ENCOURAGING ADOPTION OF THESE PROGRAMS IN THE SCHOOL SYSTEM.

Be It Resolved by the Legislature of the State of Idaho:

WHEREAS, the loss of a child as the result of a firearm accident is a tragic event, made even more so because it is often preventable; and

WHEREAS, currently, our nation has approximately 60 million gun owners and an estimated 200 million firearms in private ownership that are potential accidents waiting to happen in the hands of an unsuspecting child; and

WHEREAS, many children play with toy guns that closely resemble real weapons and watch television programs and movies that routinely portray irresponsible and unsafe handling of guns, which are factors that tend to blur the distinction between make-believe and reality, and encourage unsafe behavior; and

WHEREAS, the National Rifle Association Eddie Eagle Gun Safety Program teaches fundamentals of firearm safety to children in an effective and enjoyable way, emphasizing correct safety procedures through numerous activities and materials including workbooks, games, a video, class discussions, and role playing scenarios; and

WHEREAS, participating children receive certificates of merit and stickers and posters of Eddie Eagle, the program's lovable feathered mascot, in addition the invaluable safety training that could save a life; and

WHEREAS, this worthwhile program is gaining popularity in many areas of the state, law enforcement agencies are adopting the Eddie Eagle Program, and many of the materials are made available free or at nominal cost; and

WHEREAS, teaching children to act safely around firearms is a critical step in the effort to reduce the number of firearm accidents among children.

NOW, THEREFORE, BE IT RESOLVED by the members of the Second Regular Session of the Fifty-third Idaho Legislature, the House of Representatives and the Senate concurring therein, that we recognize the many excellent accomplishments of the Eddie Eagle Program, and, in view of the great need for the lessons that are taught, we encourage the use of the Eddie Eagle Gun Safety Program and other firearm safety education programs in the school system to help prevent firearm accidents among children.

BE IT FURTHER RESOLVED that the Clerk of the House of Representatives be, and she is hereby directed, to forward a copy of this Resolution to the Superintendent of Public Instruction as a formal expression of the sentiment of the Idaho Legislature.

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Massachusetts

The Commonwealth of Massachusetts

A Proclamation

By His Excellency

GOVERNOR WILLIAM F. WELD

1995

WHEREAS: The Eddie Eagle Gun Safety Program educates children aged pre-Kindergarten through sixth grade about firearm safety; and

WHEREAS: This program instructs children to *Stop! Don't touch. Leave the area. Tell an adult.* when they come upon an unsecured firearm; and

WHEREAS: Since 1988, the Eddie Eagle Gun Safety Program has reached over 6.1 million children through more than 1,400 law enforcement agencies, 5,000 independent schools and school systems, and numerous civic groups across the nation and in Canada; and

WHEREAS: It is appropriate that all Massachusetts citizens recognize the importance of gun safety;

NOW, THEREFORE, I, WILLIAM F. WELD, Governor of the Commonwealth of Massachusetts, do hereby proclaim the week of October 1st through October 7th, 1995, as

EDDIE EAGLE GUN SAFETY WEEK

and urge all the citizens of the Commonwealth to take cognizance of this event and participate fittingly in its observance.

Given at the Executive Chamber in Boston, this seventeenth day of May, in the year of our Lord one thousand nine hundred and ninety-five, and of the Independence of the United States of America, the two hundred and nineteenth.

William F. Weld

WILLIAM F. WELD

By His Excellency the Governor

WILLIAM F. GALVIN
Secretary of the Commonwealth

GOD SAVE THE COMMONWEALTH OF MASSACHUSETTS

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Nevada

Nevada RESOLUTION

Encouraging the Department of Education and civic and community service organizations to implement and teach the Eddie Eagle Elementary Gun Safety Education Program.

WHEREAS, Teaching children how to act safely around firearms is a critical step in the effort to reduce the number of accidents related to firearms that involve children; and

WHEREAS, The Nevada Legislature would like to encourage civic activism and volunteerism rather than the imposition of new and unfunded state mandates on local governments as the means to reduce such accidents; and

WHEREAS, The Eddie Eagle Elementary Gun Safety Education Program teaches the fundamentals of firearm safety to children through a simple and clear lifesaving message that children are taught to remember and act upon when they see a firearm; and

WHEREAS, The Eddie Eagle Elementary Gun Safety Education Program is a nationally recognized firearm safety program that has been taught to over 6,000,000 children since 1988 and has been recognized by the National Safety Council as the Outstanding Community Service Program for 1993; now, therefore, be it

RESOLVED BY THE ASSEMBLY OF THE STATE OF NEVADA, THE SENATE CONCURRING, That the Nevada Legislature encourages civic and community service organizations which are concerned about the safety and well-being of the children of this state to help provide funding for the implementation of the Eddie Eagle Elementary Gun Safety Education Program at the local level; and be it further

RESOLVED, That the Nevada Legislature encourages the Department of Education to promote the use of the Eddie Eagle Elementary Gun Safety Education Program in the public schools to help prevent accidents related to firearms that involve children; and be it further

RESOLVED, That the Nevada Legislature commends the National Rifle Association of America for developing the Eddie Eagle Elementary Gun Safety Education Program and making it available for use in the communities of this state; and be it further

RESOLVED, That the Chief Clerk of the Assembly prepare and transmit a copy of this resolution to the Superintendent of Public Instruction and the Executive Vice President of the National Rifle Association of America.

Assembly Concurrent Resolution No. 1-Assemblymen Dini, Schneider, Krenzer, Anderson, Manendo, Goldwater, Ohrenschall, De Braga, Chowning, Spitler, Segerblom, Price, Neighbors, Perkins, Marvel, Hettrick, Monaghan, Close and Bache on January 23, 1995.

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North Carolina

GENERAL ASSEMBLY OF NORTH CAROLINA
1995 SESSION
RATIFIED BILL

CHAPTER 289
HOUSE BILL 767

AN ACT ENCOURAGING THE STATE BOARD OF EDUCATION TO MAKE AVAILABLE INFORMATION ON GUN SAFETY PROGRAMS FOR THE STATE'S ELEMENTARY SCHOOLS.

The General Assembly of North Carolina enacts:

Section 1. The North Carolina General Assembly encourages the State Board of Education to make available to local boards of education information regarding appropriate gun safety programs for elementary schools. The State Board of Education is also encouraged to promote in State schools those gun safety education programs, such as the Eddie Eagle Gun Safety Program, that teach children they should never touch a gun unless supervised by an adult, and that are designed to help prevent firearm-related accidents among children.

Sec. 2. This act is effective upon ratification.

In the General Assembly read three times and ratified this the 19th day of June, 1995.

DENNIS A. WICKER

Dennis A. Wicker
President of the Senate

HAROLD J. BRUBAKER

Harold J. Brubaker
Speaker of the House of Representatives

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Oklahoma

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STATE OF OKLAHOMA

EXECUTIVE DEPARTMENT

Proclamation

Whereas, the history of Oklahoma is rich with the shooting sports including Hunting, Rifle Shotgun, Blackpowder and Handgun, plus Olympic events, Air Pistol, Air Rifle, Rifles and Shotguns, and

Whereas, the future of our nation depends on how educated we keep our children, and

Whereas, teaching gun safety does save lives, and

Whereas, the EDDIE EAGLE gun safety program teaches children knowledge, discipline and responsibility in a fun safe way that has no agenda other than accident prevention, and

Whereas, the Police departments of Oklahoma are helping provide leadership and a positive role model to all ages teaching all aspects of safety, and

Whereas, teachers and others in the education field agree this education is the key to safety and that Eddie Eagle is a vital life saving message, and

Whereas, these organizations and many other truly great men and women of Oklahoma and the United States of America, believe in the rich heritage of educating our youth on firearm safety,

Now Therefore, I, Frank Keating, Governor of the State of Oklahoma, do hereby proclaim the week of March 4 - 8, 1996, as

CHILDREN'S GUN SAFETY WEEK

in the State of Oklahoma

In Witness Whereof, *I have hereunto set my hand and caused the Great Seal of the State of Oklahoma to be affixed.*

Done at the Capitol, in the City of Oklahoma City, this [illegible] day of February in the Year of Our Lord one thousand nine hundred and [illegible] and of the State of Oklahoma the [illegible]

Governor

Attest:

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Texas

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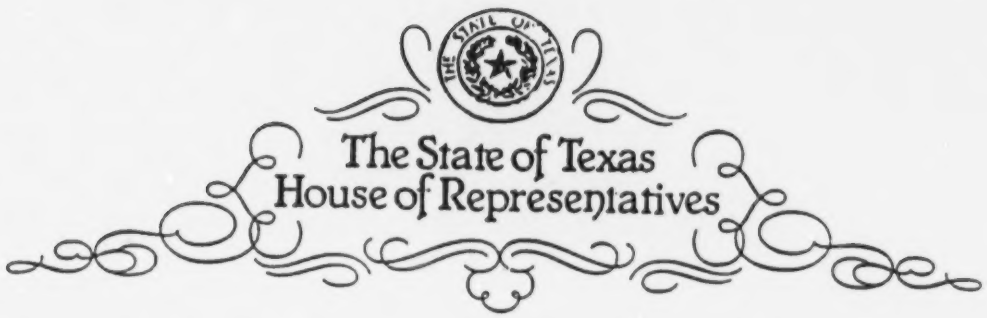

H.C.R. No. 24

HOUSE CONCURRENT RESOLUTION

WHEREAS, The loss of a child as the result of a firearms accident is a tragic event made even more so because it is often preventable; and

WHEREAS, Currently, our nation has approximately 60 million gun owners and an estimated 200 million firearms in private ownership that are potential accidents waiting to happen in the hands of an unsuspecting child; and

WHEREAS, In addition, many children play with toy guns that closely resemble real weapons and watch television programs and movies that routinely portray the irresponsible and unsafe handling of guns--factors that tend to blur the distinction between make-believe and reality and encourage unsafe behavior; and

WHEREAS, Fortunately, the National Rifle Association (NRA), education professionals, urban housing safety officials, clinical psychologists, and firearms safety experts working together have developed a gun safety program designed for children in pre-kindergarten through sixth grade; and

WHEREAS, The Eddie Eagle Gun Safety Program teaches the fundamentals of firearms safety to children in an effective and enjoyable way, emphasizing the correct safety procedure through numerous activities and materials that include workbooks, games, a video, class discussion, and role-playing scenarios; and

WHEREAS, Participating children receive certificates of merit and stickers and posters of Eddie Eagle, the program's lovable feathered mascot, in addition to invaluable safety training that could save a life; and

WHEREAS, Available free or at nominal cost, this worthwhile program is gaining popularity in many of our state's school districts and police departments; by the first half of 1992, 131 school districts, including the Dallas Independent School District, and 11 police departments in our state had used the Eddie Eagle program; and

WHEREAS, Teaching children to act safely around firearms is a critical step in the effort to reduce the number of firearms accidents among children; now, therefore, be it

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H.C.R. No. 24

RESOLVED, That the 73rd Legislature of the State of Texas hereby encourage the Texas Education Agency (TEA) to promote the use of the NRA's Eddie Eagle Gun Safety Program in our schools to help prevent firearms accidents among children; and, be it further

RESOLVED, That an official copy of this resolution be prepared for the TEA as a formal expression of the sentiment of the Texas Legislature.

Danburg

President of the Senate

Speaker of the House

I certify that H.C.R. No. 24 was adopted by the House on February 24, 1993, by a non-record vote.

Chief Clerk of the House

I certify that H.C.R. No. 24 was adopted by the Senate on April 26, 1993.

Secretary of the Senate

H.C.R. No. 24

APPROVED: 3-1-93
Date

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Governor

Utah

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Michael O. Leavitt

Governor

Declaration

Whereas, the people of Utah represent our greatest natural and human resource; and

Whereas, even though deaths resulting from firearm accidents are at an all-time historic low in our nation, many of our citizens, especially our school-age children, are not fully educated in the knowledge and skills regarding the safe handling of firearms; and

Whereas, most accidents involving firearms are the result of a violation of the basic safety rules of firearm use; and

Whereas, many of these tragic accidents could be prevented by providing the opportunity for broad based basic firearms safety training and education programs in our schools, communities and homes; and

Whereas, the firearms organizations and owners of Utah, as dedicated, responsible, and concerned citizens, share an interest in promoting firearms safety for all Utahns; and

Whereas, the firearms organizations and owners of Utah have been pioneers in the development of firearms safety through hunter safety education and community firearms education programs, which have been adopted by many other states; and

Whereas, the Utah Legislature has recently enacted legislation saying schools may consider firearms safety training as a part of their curriculum, and the firearms organizations and owners of Utah stand ready and willing to assist; and

Whereas, the firearms safety education and training programs presented by the National Rifle Association, the NRA Eddie Eagle Program, the Utah Hunter Education Instructors Association, the Utah Shooting Sports Council, and by many other dedicated organizations and individuals have advanced the public awareness of firearms safety, resulting in our current all-time low rate of accidental firearms death among our citizens; and

Whereas, the week of August 16 through 27, 1995 has been designated as NRA National Training Week;

Now, Therefore, I, Michael O. Leavitt, Governor of the State of Utah, do hereby declare the month of August 1995, as

Utah Firearms Safety Education Month

and do encourage every citizen of our state to become involved in promoting the lawful, safe and responsible use of firearms by training, education and by personal example.

Governor: Michael O. Leavitt

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Vermont

STATE OF VERMONT

EXECUTIVE DEPARTMENT

A PROCLAMATION

WHEREAS, the children of Vermont represent our State's greatest natural resource; and

WHEREAS, the citizens of this State, as responsible firearms owners, must be diligent in the education of our children on the hazards of mishandling a firearm; and

WHEREAS, the **EDDIE EAGLE** Gun Safety Program, as part of the National Rifle Association's Safety and Education Division, is in Vermont on March 15, 1995 to promote firearm safety to the youth of the community; and

WHEREAS, **EDDIE EAGLE'S** message "If you see a gun: STOP! DON'T TOUCH. LEAVE THE AREA. TELL AN ADULT" will be the safety message brought to millions of children throughout the year; and

WHEREAS, by educating our youth in the respect necessary to exhibit around any and all firearms, and practicing the same, we can eliminate the tragedies which result from carelessness or ignorance around firearms; and

WHEREAS, the **EDDIE EAGLE** Gun Safety Program is used by schools, law enforcement agencies, recreation programs and other organizations concerned with the safety of children throughout the nation; and

WHEREAS, it is the responsibility of the citizens of Vermont to protect our State's most valuable asset.

NOW, THEREFORE, I, Howard Dean, Governor, do hereby proclaim March 15, 1995 as

EDDIE EAGLE DAY

in Vermont and encourage the citizens of our State to participate in their local community in the education of our school-age children as to the safe procedures to be used around firearms.

Given under my hand and the Great Seal of the State of Vermont this 1st day of March, A.D. 1995.

H. Dean

Howard Dean, M.D.
Governor

By the Governor:

Kathleen C. Hoyt

Kathleen C. Hoyt
Secretary of Civil and Military Affairs

Washington

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CERTIFICATION OF ENROLLMENT

SENATE JOINT MEMORIAL 8009

55th Legislature
1997 Regular Session

Passed by the Senate March 5, 1997
YEAS 49 NAYS 0

President of the Senate

Passed by the House April 9, 1997
YEAS 97 NAYS 0 CERTIFICATE

I, Mike O'Connell, Secretary of the Senate of the State of Washington, do hereby certify that the attached is SENATE JOINT MEMORIAL 8009 as passed by the Senate and the House of Representatives on the dates hereon set forth.

Speaker of the
House of Representatives

Secretary

Approved

FILED

Governor of the State of Washington

Secretary of State
State of Washington

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SENATE JOINT MEMORIAL 8009

Passed Legislature - 1997 Regular Session

State of Washington 55th Legislature 1997 Regular Session

By Senators Rasmussen, Roach, Hochstatter, Hargrove, Stevens, Wood, Long, Loveland, Winsley and Kohl

Read first time 02/07/97. Referred to Committee on Education.

TO THE HONORABLE TERRY BERGESON, SUPERINTENDENT OF PUBLIC INSTRUCTION, AND TO THE SUPERINTENDENT OF EACH PUBLIC SCHOOL DISTRICT IN WASHINGTON STATE:

We, your Memorialists, the Senate and House of Representatives of the State of Washington, in legislative session assembled, respectfully represent and petition as follows:

WHEREAS, The loss of a child as the result of a firearms accident is a tragic event made even more so because it is often preventable; and

WHEREAS, Currently, our nation has approximately sixty to seventy million gun owners and an estimated two hundred million or more firearms in private ownership that are potential accidents waiting to happen in the hands of an unsuspecting child; and

WHEREAS, In addition, many children play with toy guns that closely resemble real weapons and watch television programs and movies that routinely portray the irresponsible and unsafe handling of guns, factors that tend to blur the distinction between make-believe and reality, and encourage unsafe behavior; and

WHEREAS, Fortunately, the National Rifle Association, education professionals, urban housing safety officials, clinical psychologists, and firearms safety experts working together have developed a gun safety program designed for children in prekindergarten through sixth grade; and

WHEREAS, The Eddie Eagle Gun Safety Program teaches the fundamentals of firearms safety to children in an effective and enjoyable way, emphasizing the correct safety procedure through numerous activities and materials that include workbooks, games, a video, class discussion, and role-playing scenarios; and

WHEREAS, Participating children receive certificates of merit and stickers and posters of Eddie Eagle, the program's lovable feathered mascot, in addition to invaluable safety training that could save a life; and

WHEREAS, Available free or at nominal cost, this worthwhile program is gaining popularity in many of our state's school districts and police departments; and

WHEREAS, Teaching children to act safely around firearms is a critical step in the effort to reduce the number of firearms accidents among children;

NOW, THEREFORE, Your Memorialists respectfully pray that the school districts of the State of Washington promote the use of the National Rifle Association's Eddie Eagle Gun Safety Program in our schools to help prevent firearms accidents among children.

BE IT RESOLVED, That copies of this Memorial be immediately transmitted to the Honorable Terry Bergeson, Superintendent of Public Instruction, and to the Superintendent of each public school district in Washington State.

--- END ---

West Virginia

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State of West Virginia

CERTIFICATE

I, Darrell E. Holmes, Clerk of the Senate of West Virginia do hereby certify that the following and hereto attached instrument is a true and perfect copy of Senate Concurrent Resolution 10,

Encouraging school systems in West Virginia to adopt the "Eddie Eagle Gun Safety Program" of the National Rifle Association and commending the National Rifle Association for the development of this program.

Given under my hand and the Seal of the Senate this seventh day of March 19 96

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Darrell E. Holmes

Clerk of the Senate

Appendix Six: Source Materials

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Footnote O

Handout From The NRA Foundation of "Industry's NRA Endowments = 'Foundation for the Future'" Article

Reprint of page one article in Fishing & Hunting News' Jan. 30, 1997 SHOT Show Special Edition!

Fishing & Hunting NEWS

THE NRA FOUNDATION

Industry's NRA endowments = 'Foundation for the Future'

by Dave Workman, Senior Editor

FAIRFAX, Va. – When the National Shooting Sports Foundation last year organized the first-ever National Shooting Sports Summit in Florida to set strategies for the future, one participating organization had already been hard at work for five years, building the financial groundwork to fund its goals for generations to come.

The NRA Foundation, created in 1990 by the National Rifle Association's Board of Directors, is the cornerstone of that group's effort to maintain and enhance shooting and hunting opportunities for generations to come. It's getting some major league support from several giants in the industry. Bob Hodgdon, CEO at Hodgdon Powder, Frank Brownell, head of Brownell's Inc., Larry Potterfield at Midway, legendary gun maker Bill Ruger, Marlin CEO Frank Kenna and others are stalwart supporters of the Foundation.

ENDOWMENTS to the NRA Foundation fund shooting sports education programs for such groups as the Vernon County, Mo. 4-H group. Shown with the 4-Hers are Larry Potterfield (far left, rear) and Bob Hodgdon (center, rear). (Photo courtesy Charlie Johnson, N.E.W. Vernon Record, Tweten and Co.© 1996)

"The industry is an indirect beneficiary of this program," said Wayne Sheets, NRA Foundation executive director. The Foundation is a mechanism by which the firearms industry can promote shooting sports education, cultivating the next generation of shooters. Translate that to future customers.

The NRA Foundation's work seems the perfect match for NSSF's plans to become more aggressive in shooting range development.

Noted NSSF President Bob Delfay, "I think (range development) is going to have a significant impact. Obviously, you don't build a shooting range overnight. We're going to build a whole new generation of customer-friendly shooting facilities."

Likewise, one doesn't "build" a new generation of shooters to utilize such facilities overnight. They must be recruited, instructed, nurtured and encouraged. All of that takes time, and more importantly, it takes money. That's where the NRA Foundation may have the pivotal role.

"Every major institution that is having success in this country," Sheets observed, "is recognizing this. They all have enormous endowments. As such, their future is guaranteed. All qualified programs we have at the NRA, they ought to be endowed, period. Then you don't have to worry about fluctuating budgets, fluctuating income or other demands that force the organization to shift funds. These programs will be stabilized in perpetuity."

Key to the NRA Foundation program, Sheets noted, is that donors can actually earmark the program they want their contributions to benefit. If, for example, someone wanted to contribute $5,000, and they wanted the donation to support a shooting program for youth in Wichita, Kan., they could set it up that way.

This is accomplished via an Endowment Gift Agreement, a binding legal document signed by the donor and the Foundation that guarantees a contribution is used according to the donor's wishes.

The best part about all of this is the Foundation's 501(c)3 status. Contributions qualify for a charitable deduction for federal income tax purposes.

Anybody, an individual or even a corporation, can contribute to the Foundation's endowment program. An endowment can be named in honor, or memory, of someone. An example is a fund recently established in memory of Wisconsonite John W. O'Donnell, a highly-respected NRA director who passed away in December after a valiant battle against cancer.

Sheets, the Foundation's executive director, has committed all his energies to making this program work. So far, his efforts have paid off, in every sense. In 1994, he recalled, the NRA Foundation awarded over $2.8 million in grants, and in 1995, the figure climbed to over $3.7 million.

Where did the money go? Here are some examples: The Southern Arizona Firearms Educators received $10,500 for a shooting program in the Phoenix-area high schools. A Salvation Army/Boy's Club shooting team in Maryland got $3,200 to purchase equipment. The Snoqualmie Valley Rifle Club east of Seattle, Wash. got $2,000 to support its junior shooting program. The Valley Forge Boy Scout shooting range in Philadelphia, Pa.

CONTINUED...

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Industry's NRA endowments = 'Foundation for the Future'

received another $10,000, helping it remain open to the general public.

In terms of Foundation supporters, Potterfield is one of the staunchest. An NRA Life Member since 1972, he created Midway's "NRA Roundup" a program that generated funds from mail order purchases to support NRA's efforts to defend the rights of firearms owners.

His efforts didn't stop there. He met with Sheets in 1992, during the NRA's Salt Lake City convention. That meeting laid the groundwork for what has become the "Friends of NRA" fund raisers.

His support for NRA programs continued to grow, resulting in another program he called "Invest In NRA."

"These programs we helped set up," Potterfield said, "it's because we believe in the industry, and we want to leave something here for it, for your kids and my kids. I think one of the things I regret is that I'm busy running a business. I don't have the time to be the Foundation fund raiser I'd like to be. My first responsibility is to my family, my second is to my business and my third is to the industry."

Presently, the strongest support seems to be coming from the reloading segment of the industry. Hodgdon Powder, Brownell's, Sierra, Blount, MEC, Hornady, Nosler, Midway; Potterfield estimates as many as 20 companies, or their CEOs, may be somehow involved in the Foundation's fund-rasing effort.

Brownell is one of those who is totally involved. Indeed, there's a Brownell family foundation that endows the NRA Foundation.

"I particularly like the endowment contributions," Brownell said, "because that means. . .they've got to invest it and use the income from the investment. It means we are truly building for the future."

Brownell's family endowment is specified for youth training, to get subsequent generations involved in the shooting sports. His philosophy about this is simple: "You always have to bring young people into anything. New blood really helps. For that reason, I think the (Foundation's) endowment program is going to be very important to the future of the industry."

Brownell also noted that the NRA "is still the strongest, biggest, widest membership base, the one that is going to still be there in the future."

With Bob Hodgdon, supporting the NRA Foundation seems only natural. A member of the NRA Board of Directors, Hodgdon confessed to *F&H News* that he spends a lot of time "out of the office" working on NRA-related projects, and he's proud to do so.

Frank Brownell

His family made a gift to the Foundation in the form of land that provides funding to a handloading course for youth. This effort is supported by the National Reloading Manufacturers Association.

Hodgdon acknowledged that others who might be willing to contribute have been hesitant to do so, because of reports that the NRA is in tough financial shape.

"The big problem," said Hodgdon, who sits on the NRA's Finance Committee, "is that the press has distorted the financial position of NRA for its own devious (reasons) and a whole lot of the public believes it. Therefore, some of our staunchest backers are hesitant to give money. . .The NRA is not in dire financial straits. How can you be in dire financial straits when you've got $43 million in the bank?"

His advice to everyone in the industry is to "look at their business the way I do mine. Our company has always looked to the future and we have made today's decisions on the fact that we intend to be in business for a long time. The businesses in our industry owe it to themselves to endow the NRA Foundation, which is the only viable nationwide firearms organization that both serves the shooter and hunter, and maintains our freedoms."

Added Brownell: "The NRA is. . .plowing new ground for this industry. For the NRA to recognize the need for building funding for the future. . .is landmark."

There are a couple of different approaches to endowments to the Foundation. The specific endowment is directed toward a chosen purpose by the donor. A general endowment is one that leaves the funding decisions to the Foundation's Board of Trustees.

The NRA Foundation has several options for endowments, Sheets noted. A donor can make a one-time gift (money, property, stocks, bonds and even life insurance policies), it might be through a series of pledged donations over time, and it may also be a deferred gift. The latter could be a bequest or trust. In short, Sheets explained, a donor can literally tailor a gift to meet his or her needs, and the needs of the organization.

Observed Hodgdon: "You're planting the seeds for the future when you get into this thing."

"I am delighted to be able to do it," Brownell added. "I consider it a privilege to be able to help support the people in our industry who are helping to make it possible for me to feed my kids, and I feel an obligation to support the industry because it has been good to us."

Perhaps NRA Executive Vice President Wayne LaPierre summed it best about the NRA Foundation, and what it means to the industry: "It means gun safety, Eddie Eagle, hunter safety; those day-to-day educational programs that all of us as gun owners want in our cities and towns. Training facilities where people can be safe and responsible and enjoy firearms freedoms, that's the way to fund them. It protects the future of the shooting sports by insuring that young people, and women, and men who may not be in the sports today will be in tomorrow."

For More Information on Preserving Our Shooting Heritage Call 1-800-672-4521.

Footnote R

Text of Letter from Chuck Esposito From the
September 1997 *Eagle Eye* Newsletter

A Letter to Eddie

I am an NRA Certified Firearm Instructor (emeritus), and during the peak of my teaching activity I was conducting hundreds of children's firearm safety "mini-seminars" every year. The "mini-seminars were 30-minute sessions covering the basics, and focusing on the "Stop! Don't Touch. Leave the Area. Tell an Adult." theme of the Eddie Eagle Program. My main message to parents was even if they were always careful to store their firearms so that they were inaccessible to unauthorized persons, especially children; not all parents are as responsible. It was necessary to "gun-proof" the children in anticipation of their encountering an unattended firearm, left accessible by some irresponsible adult. I never imagined one day I would become one of those "irresponsible adults," but last week, that's exactly what happened.

While my wife and I were vacationing with our son, his wife, and their three small children, we stayed at a motel in adjoining rooms, with a door connecting the two rooms. My wife and I occupied one room, and our son and his family occupied the other. At night, we closed the connecting doors between the two rooms, and I, in my usual fashion, laid my pistol on a chair next to my bed before retiring. Early the next morning, at the insistence of three sets of little knuckles knocking on the connecting door, my wife opened it, passed through, and began playing with the grandchildren in their room. A few moments later, I joined them.

My loaded semi-auto, with a round in the chamber, remained on the chair beside the bed in our room while my wife and I romped with our grandchildren in their room. It wasn't long until one of the children, seven-year-old Michael, wandered through the connecting doorway into our room and discovered the pistol. What happened next is testimony to the effectiveness of Eddie Eagle material. All of our grandchildren, including Michael, had been exposed to Eddie Eagle, from the time they were about three years old, and what Michael did was "by the book." Upon discovering the pistol, he immediately left the room, returned to us, and reported he had "found a gun." He also announced, in a clear, proud voice, that he had not touched it. I admitted Grandpa had done a naughty thing by leaving the pistol unattended and accessible to the children, and I congratulated Michael, in the presence of the other two grandchildren, for doing the right thing.

The bad news is I was responsible for exactly the kind of carelessness I had been railing against for years. The good news is I was also responsible for gun-proofing the child who prevented my carelessness from becoming a tragedy.

Cordially,

Chuck Esposito
Suches, Georgia

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Footnote X

Brochure for 1993 National Safety Council Awards Program

COMMUNITY SERVICE DIVISION

21st

National Safety Council
Twenty First
Annual

AWARD PROGRAM

Sunday, October 3, 1993

Chicago, Illinois

COMMUNITY SERVICE DIVISION

COMMUNITY SERVICE DIVISION

COMMUNITY SERVICE DIVISION

Twenty-First (21st) *Annual*

Awards Banquet
Community Service Division
National Safety Council
October 3, 1993

Program

Presiding: William E. Jones, Chairman, Community Service Division

Welcome: T.C. Gilchrest; President, National Safety Council

Keynote Speaker: Marilyn Preston; WGN-TV, Chicago, Illinois

"Energy Express - Synergy of Mind and Body for Healthier and Safer Kids"

Presentation of Awards: Dorothy J. LeBrun; Chairperson, Awards Committee

Judges: James M. Vinopal, *National Rifle Association*
Greg Scerbicke, *Officer, Itasca (IL) Police Department*
David Warstler, *Allstate Insurance Co.*

The Community Service Division of the National Safety Council expresses its gratitude to:

Wausau Insurance Companies

for outstanding commitment to safety and health, and generosity to the award winners.

1993 Award Winners

Award of Honor

National: General Federation of Women's Clubs
Washington, D.C.

State: Alliance Against Intoxicated Motorists
Schaumburg, Illinois

Local: Pilot Club of Kannapolis
Kannapolis, North Carolina

Union County Gifted and Talented Association
Rahway, NJ

Citation for Outstanding Service

First Place: Mrs. Marion Hammer
Tallahassee, Florida

Award of Merit

National: Pilot Club International
Macon, Georgia

State: Minnesota Safety Council
St. Paul, Minnesota

Local: Safety Council of the Middletown Area
Middletown, Ohio

Pilot Club of Suffolk, Inc.
Suffolk, Virginia

Greater Hamilton Safety Council
Hamilton, Ohio

Award Of Commendation

National: National Easter Seal Society
Chicago, Illinois

Local: Evening Pilot Club of Baytown
Baytown, Texas

New Hampshire Insurance Women's League
Pembroke, New Hampshire

Honorable Mention

Local: Operation: Safe Holidays Coalition
Decatur, Illinois

Local: Pilot Club of LaGrange Texas
LaGrange, Texas

Fuller Broadcasting Co., Inc.
Opelika, Louisiana

Footnote Y

Letter from Dick Tippie of the National Safety Council to Kathleen Cassidy of the National Rifle Association

National Safety Council

Congress & Exposition
October 27-November 1, 1996
Orlando, Florida

A nongovernmental, not-for-profit, international public service organization protecting life and promoting health

August 9, 1996

Ms. Kathleen Cassidy
The Eddie Eagle Gun Safety Program
11250 Waples Mill Road
Fairfax, Virginia 22030

Dear Ms. Cassidy:

Congratulations on receiving an Award of Merit from the Youth Activities Division of the National Safety Council. Youth Safety Awards are based solely on the materials submitted, which document the program's ability to meet the criteria specified in the entry form. Because we do not go out into the field and evaluate the programs, the National Safety Council does not take a stance on the effectiveness of those programs receiving awards. Therefore, use of the awards as an official endorsement in promotional materials and to garner state resolutions is inappropriate.

This year, the Youth Safety Awards Program gave out 105 awards to programs or activities that make a contribution toward promoting safety and health, saving lives, lessening injury and reducing economic loss. The National Safety Council gives out approximately 300 awards each year. The highest award bestowed is the "Distinguished Service & Safety Award" which is awarded to about 12 recipients in recognition of outstanding service to the field of safety.

If you have any questions about appropriate use of the Award of Merit, please call me at (630) 775-2384. Good luck with the Eddie Eagle Gun Safety Program.

Sincerely,

Dick Tippie

1121 Spring Lake Drive • Itasca, IL 60143-3201 • (708) 285-1121 • FAX (708) 285-1315

Footnote Z

Letter from Gerard F. Scannell of the National Safety Council to Marion Hammer of the National Rifle Association

National Safety Council

A nongovernmental, not-for-profit, international public service organization protecting life and promoting health

May 30, 1997

Gerard F. Scannell
WASHINGTON D.C. OFFICE
1025 Connecticut Ave. N.W., Suite 1200
Washington, D.C. 20036-5405
(202) 293-2270
Fax (202) 659-4692

Ms. Marion Hammer
President
National Rifle Association of America
11250 Waples Mill Road
Fairfax, Virginia 22030-7400

Dear Ms. Hammer:

It has come to the attention of the National Safety Council that, inappropriately and without authorization, your organization has cited an award by the Council's Youth Activities Division for your Eddie Eagle Gun Safety Program in connection with your lobbying efforts against a bill to require trigger lock safety devices on guns.

Be advised that the National Safety Council emphatically believes that public education alone is not a sufficient means to address the incidence of death and injury from firearms. We are on record urging the firearms industry to "design safety features on weapons they produce so that children and untrained persons cannot readily fire them." The Council further has stated that we would support legislation to "prevent firearms from falling into the hands of the immature, untrained or irresponsible person...provided the legislation preserved the right of legitimate use of firearms...." (Policy Statements, October 9, 1991).

Your ads also make the misleading statement that "[a]ccording to the National Safety Council, the fatal firearms accident rate is at an all-time low." In fact, for the age group with the highest number of unintentional firearms deaths, ages 15 to 24, such fatalities rose from 433 in 1987 to 595 in 1993, and the death rate per 100,000 people increased by nearly fifty percent (National Safety Council *Accident Facts, 1996*).

We therefore request that the National Rifle Association immediately cease making reference to the National Safety Council or our youth safety award to the Eddie Eagle program in your promotional or lobbying efforts.

Sincerely,

Gerard F. Scannell
President

cc: Senator Orrin Hatch
Senator Edward M. Kennedy
Senator Patrick Leahy
Thomas Homburger, Esq.

Footnote AA

Letter from Patrick Froehle of D.A.R.E. America to the Violence Policy Center

TEACHING KIDS TO RESIST DRUGS & VIOLENCE

P.O. Box 2090 · Los Angeles, California 90051-0090 · (800) 223-DARE

Via Facsimile: (202) 822-8205

May 2, 1996

Sue Glick
Violence Policy Center
2000 P Street, NW
Suite 200
Washington, D.C. 20036

Dear Sue:

Thank you for your correspondence of April 30, 1996 inquiring about the content of the D.A.R.E. curriculum. I have also reviewed the literature regarding the Eagle Eye publication which you forwarded to D.A.R.E. America.

Please be advised that the D.A.R.E. core curriculum consists of 17 lessons and is presented to 5th or 6th grade students. The curriculum was developed by curriculum specialists and provide accurate information about drugs and violence and develops in students the social skills necessary to resist drugs, gangs and violence. The issue of gun safety is not specifically addressed in the curriculum and D.A.R.E. America does not endorse any weapons issue organizations, regardless of their position on gun control or gun safety. Specifically, the Eddie Eagle Gun Safety Program is not an authorized component of the D.A.R.E. curriculum or program.

I hope I was able to provide you a clear understanding of D.A.R.E.'s perspective regarding this issue. If I can be of further assistance, please feel free to contact me again.

Sincerely,

Patrick C. Froehle
Deputy Director

PCF/ssa

Hard copy to follow

Footnote BB

Letter from Leo Gray of the Brotherhood Crusade of the Black United Fund, Inc.
to the National Rifle Association

Brotherhood Crusade

Black United Fund, Inc.

May 5, 1996

National Rifle Association
1600 Rhode Island Avenue, N.W.
Washington, DC 20036

To Whom It may Concern:

It has been brought to my attention that the NRA would like to use a letter from the Brotherhood Crusade, dated April 19, 1993 as an endorsement letter.

The Brotherhood Crusade is not a political organization that engages in the rights of gun owners. We are a fundraising organization who allocates millions of dollars to over one hundred human care service agencies.

We ask that you please refrain from using our letter for political purposes or in any way could be viewed as political.

Sincerely,

Leo Gray
Vice President of Fundraising

LG:pb

cc: Susan Glick

411 East Florence Avenue • Los Angeles, California 90011 • (213) 231-2171 • Fax (213) 235-5536

DANNY J. BAKEWELL, SR., President

CLARENCE AVANT, Board Chairman

Endnotes

1. National Center for Health Statistics Compressed Mortality File, accessed through the *CDC Wonder* system, http://wonder.cdc.gov/ (12 Feb. 1997), and Robert N. Anderson, PhD et al, "Report of Final Mortality Statistics, 1995," *Monthly Vital Statistics Report*, Vol. 45, No. 11, Supplement 2, June 12, 1997, p. 55.

2. "Passenger Injuries and Injury Rates, 1982 through 1996, for all U.S. Air Carriers Operating Under 14 CFR 121," National Transportation Safety Board, http://www.NTSB.GOV/Aviation/table3.htm (23 Apr.1997).

3. National Center for Health Statistics Mortality Data Tapes for number of deaths; U.S. Bureau of Census Population estimates.

4. Robert N. Anderson, PhD; et al, "Report of Final Mortality Statistics, 1995," *Monthly Vital Statistics Report*, Vol. 45, No. 11, Supplement 2, June 12, 1997, p. 55.

5. Nancy Sinauer, MPH; et al, "Unintentional, Nonfatal Firearm-Related Injuries: A Preventable Public Health Burden," *Journal of the American Medical Association*, Vol. 275, No. 22, June 12, 1996, p. 1741.

6. National Center for Health Statistics Compressed Mortality File, accessed through the *CDC Wonder* system, http://wonder.cdc.gov/ (12 Feb. 1997).

7. Paul Blackman, PhD., "The Federal Factoid Factory on Firearms and Violence: A Review of CDC Research and Politics," A paper presented at the annual meeting of the Academy of Criminal Justice Sciences, Chicago, Illinois, March 8-12, 1994.

8. James E. Svenson, MD, MSc; et al, "Pediatric Firearm-Related Fatalities: Not Just an Urban Problem," *Archives of Pediatric Adolescent Medicine*, Vol. 150, June 1996, p. 586.

9. National Center for Health Statistics Compressed Mortality File, accessed through the *CDC Wonder* system.

10. Josh Sugarmann, *NRA: Money, Firepower & Fear*, National Press Books, Washington, DC, 1992, p. 148.

11. Josh Sugarmann, *NRA: Money, Firepower & Fear*, National Press Books, Washington, DC, 1992, p. 148.

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14. Cal Stewart, "Industry News: Browning Banks on Buck Card and Nugent to Attract Customers," *Shooting Industry*, May 1997, p. 12.

15. Cal Stewart, "Industry News: Browning Banks on Buck Card and Nugent to Attract Customers," *Shooting Industry*, May 1997, p. 12.

16. Cal Stewart, "Industry News: Browning Banks on Buck Card and Nugent to Attract Customers," *Shooting Industry*, May 1997, p. 12.

17. Cal Stewart, "Industry News: Browning Banks on Buck Card and Nugent to Attract Customers," *Shooting Industry*, May 1997, p. 13.

18. "Tobacco Marketing to Young People," http://www.infact.org/youth.html (14 May 1997).

19. Frederic Biddle, "Wal-Mart to stop sales of handguns," *The Boston Globe*, December 23, 1993.

20. National Rifle Association of America, Report of the Secretary to the Annual Meeting of Members, May 3, 1997.

21. Erik Larson, "Wild West Legacy: Ruger Gun Often Fires If Dropped, but Firm Sees No Need for Recall," *Wall Street Journal*, June 24, 1993.

22. Smokeless Tobacco Council, Inc. 1995 Form 990.

23. Marjorie S. Hardy, PhD; et al, "A Firearm Safety Program for Children: They Just Can't Say No," *Journal of Developmental and Behavioral Pediatrics*, Vol. 17, No. 4, August 1996, pp. 216-221.

24. *Tampa Tribune*, July 26, 1988.

25. Jorge Casuso, "Police official calls NRA's coloring book for kids `a disgrace,'" *Chicago Tribune*, October 27, 1988.

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27. Michael Fletcher, "Race Key Factor in Homicide, Researcher Asserts," *Washington Post*, July 25, 1997.

28. Paul Blackman, PhD, "Children and Guns: The NRA's Perception of the Problem and Its Policy Implications," A paper presented at the annual meetings of the American Society of Criminology, Miami Florida, November 9-12, 1994.